

MISTY MARQUIS

User Experience Designer (UI/UX) + Art Director

Hello, I'm Misty. An innovative creative with 10+ years of overarching design experience managing the end-to-end process of multi-channel deliverables, and 3+ years of UX/UI design experience. I have worked in a variety of industries, such as: retail, tech, and consumer services. And I have proactively led cross-functional teams, under tight timelines, while achieving a 40% increase in customer engagement and product discoverability within the 1st 6 months of employment.

WORK EXPERIENCE

Designer (UX/UI), Freelance / Flamenco Creative

01/2020 - Present • Minneapolis (Remote)

- Conducted user research studies to gather insights and feedback from target users, leveraging findings to enhance the user experience of digital products and services
- Developed wireframes, prototypes, and mockups using design tools like Sketch and Figma, showcasing creativity and meticulous attention to detail for crafting intuitive and engaging user interfaces
- Collaborated with cross-functional teams, including product managers, developers, and stakeholders, ensuring that design solutions aligned with both business goals and user needs
- Successfully executed design projects, such as website redesigns, mobile app redesigns, or brand identity development, showcasing proficiency in user-centered design principles and design thinking methodologies
- Maintained knowledge of industry-standard design tools and software, staying abreast of the latest trends and advancements in the field
- Actively participated in design communities and events to build a robust network and portfolio
- Conducted thorough user research and analysis, identifying pain-points and opportunities for improvement
- Implemented a design solution that significantly increased user engagement and satisfaction

Sr. Art Director / Alteryx

05/2022 - 03/2023 • Minneapolis (Remote)

- Executed visuals and content under tight timelines, focusing on B2B product features
- Independently updated brand guidelines and assets within the first four months of employment
- Oversaw the end-to-end process of deliverables for brand, product, and marketing cohesion
- Collaborated with UX, Product Management, and marketing teams, leading to a 33% increase in brand recognition and revenue

Art Director / Target

03/2019 - 03/2022 • Minneapolis (Hybrid)

- Improved customer experience with Target Deal Finder and Weekly ad that aligned with business needs
- Achieved a 20% increase in customer engagement through visual storytelling and editorial design
- Provided content, design direction, and market research for brand categories
- Collaborated with cross-functional teams and creatives on set

Art Director / ICF Next (Formally Olson)

10/2016 - 07/2018 • Minneapolis (On-site)

- Collaborated on brand launches and omnichannel initiatives with stakeholders and external agencies
- Developed identity systems resulting in increased brand recognition for client projects

Interactive Designer / The Auto Club Group (AAA MPLS)

01/2015 - 10/2016 • Minneapolis (On-site)

- Leveraged Salesforce software for data-driven insights, optimizing B2C product content and minimizing drop-off rates
- Achieved a 40% increase in customer engagement and organic website traffic
- Collaborated as an individual contributor under the Creative Director, utilizing Salesforce for effective collaboration with external vendors
- Prepared and presented design iterations for VP and internal leadership reviews, incorporating Salesforce for streamlined processes

Minneapolis, MN

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SKILLS

Tools:

Adobe Creative Cloud Suite:
Illustrator, Photoshop, InDesign,
After Effects, and Fresco
Figma / Miro
Procreate
JIRA / ASANA / Monday
Prototipe
Optimal Sort
Hand Drawing / Sketching
Squarespace (CMS)
Framer / Webflow
HTML / CSS

Design:

Brand Identity
Design Systems
Brand & Style Guide Design
User Interface Design (UID)
User Experience Design (UED)
Customer Experience Design (CX)
Interaction Design (IxD)
Photo Art Direction
Illustration / Visual Design
B2B / B2C
E-Commerce
Data Visualization
Mobile App Design
Wireframing
Storyboarding
Site Maps
Prototyping
Omni-channel Marketing
Information Architecture (IA)
Human-Computer Interaction (HCI)
Web Content Accessibility (WCA)

Strategy + Planning:

Project Management
Design Thinking
UX Research (UXR)
Quantitative / Qualitative Research
Search Engine Optimization (SEO)
Affinity Diagramming
User Personas
User Interviews / Journey Maps
Usability Testing
Heuristic Evaluations
Competitive Analysis
Agile Workflow

WORK EXPERIENCE (Continued)

Graphic Designer / Impact Partnership

04/2014 - 10/2014 • Kennesaw, GA (On-site)

- Managed client relationships / designed corporate identities for both established and startup brands
- Logo development for Impact Partnership's philanthropic and charitable events

Freelance Graphic Designer / Robert Half (The Creative Group)

05/2013 - 03/2014 • Atlanta, GA (On-site)

- Contract designer for corporate and agency clients: Hansgrohe USA, IMG Live, and Ignition Inc
- Created visual designs for B2B and B2C initiatives e.g. content for digital physical experiences
- Designed physical branded products, and wall graphics for clients, such as Marriott International

Graphic Designer / Finished Art Inc.

07/2012 - 04/2013 • Atlanta, GA (On-site)

- Studio production designer for Coca-Cola and its subsidiary brands
- Created graphics for point-of-sale (POS), out-of-home (OOH)
- Expanded visual identities, and developed copy/taglines

EDUCATION

BFA, Graphic Design / Georgia State University

07/2007 - 05/2012 • Atlanta, GA

Activities and societies: Graphic Design Club Treasurer, Hope Scholarship recipient, DEAN's List
Relevant Courses:

- Psychology, Statistics, Econ (Marketing Minor)
- Drawing, Painting, 2D/3D Art (Graphic Design Major)
- Public Speaking, Presentations, Design Critiques

Intro UX Design, Certification / Google • Coursera

03/2022 - 08/2023 • Minneapolis (Remote)

- Professional development program provided by Google
- Learned Google's Design Ideation / Design Thinking processes
- Obtained knowledge of Web Content Accessibility Guidelines (WCAG) 2.1
- Developed deeper understanding of: IA, Human Centered Design (UCD), and User Research

UX Design, Certification / Springboard

09/2023 - 03/2024 • Minneapolis (Remote)

Received 1:1 Professional mentorship and skills: Strategic Planning • Personas • Affinity Mapping • Figma (Software) • UX Research • User Interface Design • Wireframe • Prototyping

- 6-month intensive course in UX methodologies and technologies
- Expanded on skills within: Design Ideation, Design Thinking process, and Information Architecture (IA)
- Learned Human Centered Design (HCD) strategies and User Research
- Also, expanded on knowledge of Web Content Accessibility Guidelines (WCAG) 2.1

AWARDS

Best Brand Design / Elevate MN 2018 • Holmes Report, ICF Next

- 2 In2 SABRE Innovation Award
- 1 SABRE Gold Nomination

ASSOCIATIONS

Member / (IxDF, MN)

Interaction Design Foundation

09/2023 - Present • Minneapolis

Member / (UXPA-MN)

UX Professional Association

09/2023 - Present • Minneapolis