

MISTY MARQUIS

Brand Experience Art Director + Designer

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Minneapolis, MN



SUMMARY

As a growth-oriented leader with a strategic mindset, I thrive in collaborative environments and excel at addressing ambiguous challenges with a user-centered perspective. With extensive experience managing end-to-end processes for multi-channel deliverables in retail, hospitality, and SaaS product marketing, I have consistently achieved remarkable results, including a 40% increase in brand recognition within the first six months of employment. Now, I am eager to leverage my skills and experience to contribute to a team where I can champion the UX perspective, advocate for all users, and align design decisions with business objectives and user needs.

EXPERIENCE

05/2022 - 03/2023

Minneapolis, MN (Remote)

● Sr. Art Director (Visual UI Design)

Alteryx

- Collaborated closely with cross-functional teams, including product managers, designers, and engineers, to align design solutions with both business objectives and user needs, resulting in increased efficiency and user satisfaction
- Independently revamped brand guidelines and assets within a tight timeline, enhancing brand consistency and usability across all internal platforms
- Oversaw the end-to-end design process for internal tools, from ideation to implementation, ensuring high-quality outcomes that met both user needs and business goals
- Played a key role in fostering cross-functional collaboration, through effective communication of design concepts/requirements to stakeholders across different departments

03/2019 - 03/2022

Minneapolis, MN (Hybrid)

● Art Director (Brand Experience Design)

Target

- Directed design for {5} brand categories, enhancing cross-functional team collaboration
- Effectively communicated to align design solutions with business goals, driving increased customer engagement with Target Deal Finder and Weekly ad initiatives
- Achieved a remarkable 20% increase in customer engagement through compelling visual storytelling and editorial design

10/2016 - 07/2018

Minneapolis, MN (On-site)

● Art Director (Brand Experience Design)

ICF Next (Formerly OLSON)

- Managed 5+ brands and executed 2+ omnichannel initiatives by partnering with stakeholders and external agencies
- Increased brand recognition by 25% for clients by developing comprehensive identity systems

01/2015 - 10/2016

Minneapolis, MN (On-site)

● Interactive Designer (Digital)

The Auto Club Group (AAA MPLS)

- Leveraged data-driven insights to optimize B2C product content and improve key performance indicators (KPI), resulting in reduced drop-off rates
- Successfully increased web traffic to the company's website by 40% through strategic A/B testing conducted within Salesforce
- Collaborated closely with the Creative Director to refine design iterations and presented findings to internal leadership

04/2014 - 10/2014

Kennesaw, GA

● Graphic Designer (Brand Marketing)

Impact Partnership

- Designed corporate identities for 10+ established and startup clients and managed all client relationships
- Developed 5+ distinct logos including Impact Partnership's charitable events, enhancing brand recognition

EDUCATION

07/2007 - 05/2012

Atlanta, GA (On-site)

● BFA, Graphic Design

Georgia State University

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

EDUCATION

09/2023 - 04/2024

Minneapolis, MN (Remote)

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

03/2022 - 08/2023

Minneapolis, MN (Remote)

- UX Design
Google • Coursera
 - Foundations of User Experience (UX) Design
 - UX Design Process: Empathize, Define, and Ideate
 - Build Wireframes and Low-Fidelity Prototypes
 - Conduct UX Research and Test Early Concepts

PROJECTS

Lead Designer (UI UX Visual)

📅 03/2024 - 04/2024 📍 Minneapolis, MN (Remote)

- Lead the creative development and product feature enhancement for Industry Design Project (IDP), Ink Bloom
- 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
- Executed design projects, including website and mobile app redesigns, showcasing user-centered design proficiency

Digital UX UI Designer

📅 03/2024 - 03/2024 📍 Minneapolis, MN (Remote)

CityPups — 5 day Design Sprint

Product Designer

📅 09/2022 - 03/2024 📍 Minneapolis, MN (Remote)

InBalance — Health & Wellness application developed to help women stay in sync with their health

User Researcher (UXR) Designer

📅 03/2022 - 08/2023 📍 Minneapolis, MN (Remote)

TicketWizard — Usability testing on a concert ticket aggregate

ACHIEVEMENTS

**Best Brand Design, Elevate MN**

Lead a 360 Omni-channel brand campaign that won: 2 In2 SABRE Innovation Award and 1 SABRE Gold Nomination

**UX Professional Association**

Member / Minneapolis, MN

**24-Hr World AIDS Day Event**

"Awareness" poster was featured at the Museum of Design Atlanta (MODA) (2011)

**Interaction Design Foundation**

Member / Minneapolis, MN

SKILLS

Product Strategy	Figma	Sketch	Zeplin	Adobe Creative Suite	Illustrator	Photoshop
After Effects	InDesign	Google Suite	Jira/Asana	Miro	Agile/Lean UX Workflow	Wireframing
User Interviews	Keynote	Brand Strategy	Usability testing	User Flows	Experience Design	
Design Systems	UX Research	Storyboarding	Photo Art Direction	Concept Development	Prototyping	