MISTY MARQUIS

Brand Experience Art Director + Designer

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🔗 www.mistymarquis.com 📍 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. My capacity for rapid learning has been instrumental in navigating diverse industries, including retail, hospitality, and SaaS product marketing. With extensive experience managing end-to-end processes for multi-channel deliverables, I've 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 adaptable skills and quick learning ability 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

01/2020 - Present

Minneapolis, MN (Remote)

UX/UI, Visual Designer + Art Director (Freelance)
Flamenco Creative

🔗 https://www.mistymarquis.com/ux-case-studies

(formally Misty Marquis LLC)

- Conduct research studies to gather insights and feedback from target users, leveraging findings to enhance the experience of digital products and services
- Develop wireframes, prototypes, and mockups using design tools like Sketch/Figma, to showcase creativity and meticulous attention to detail, crafting intuitive and engaging user interfaces
- Collaborate with cross-functional teams, including product managers, developers, and stakeholders, ensuring that design solutions align with both business goals and user needs
- Executed several design projects, including website and mobile app redesigns, demonstrating user-centered design expertise
- Maintain knowledge of industry-standard design tools and software, staying abreast of the latest trends and advancements in the field
- Conduct thorough user research and analysis to identify pain-points and improvement opportunities

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
- Enhanced brand consistency and usability on all platforms by revamping guidelines and assets within {2-week} deadline
- Oversaw design and implementation of {15} internal tools, meeting 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
- Used communication 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 (Formally 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

EXPERIENCE

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

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

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

Interaction Design Foundation
Member / Minneapolis, MN

24-Hr World AIDS Day Event
"Awareness" poster was featured at the Museum of Design Atlanta (MODA) (2011)

SKILLS

Figma Digital Design Adobe CS Illustrator Photoshop After Effects InDesign Gsuite

Jira/Asana Miro Wireframing HTML/CSS Agile Workflow Brand Strategy Infographics Canva

UX Research Storyboarding ECommerce Photo Art Direction Fast Learner Animation/Motion Graphics

OneDrive Video Editing Project Management Microsoft Office Brand Positioning SharePoint