

# Margaret Karles

experience designer



## Drive

Ideation and creation of human-centric experiences.




## Strengths

Ideator  
Maker  
Multifaceted thinker  
People-oriented  
Multicultural  
Bi-Lingual  
Traveler



## Expertise

UX/UI & Wireframes  
User Journeys & Personas  
Webdesign  
Ideation & Prototyping  
Illustrations  
3D modeling  
Graphic Design  
Package Design

## Creative Work

 [www.margaretjkarles.com](http://www.margaretjkarles.com)  
 @breathe\_creation  
 @skepticonotcynic

## Contact Info

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 karlesmj@gmail.com

## experience

Aug 2017 - Present

### Freelance | Experience Designer at Creative LLC

Collaborate with creative teams to develop personalized experiences, user journeys, wireframes, design deliverables, and creative & branding strategy to provide momentum to their business proposition.

July 2018 - Jan 2019

### UX Analyst | Consultant at CapTech

Worked on interdisciplinary teams creating data systems. Created UX Research deliverables: personas, user journeys, surveys, user testing, and wireframes.

July 2015 - Aug 2017

### Co-Founder | Experience Designer at Tiny Tech

A team of two engineers and a UX/UI designer working towards creating better, more sustainable, smart-wearable products. Won first place (\$4000) in the VCU daVinci Venture Creation Competition. Awarded \$5000 in the VCU Quest Innovation, entrepreneurship funding competition; and the team was highlighted in VCU's "Make it Real" campaign (2017)

June 2016 - Aug 2016

### Creative Intern | at Kramer-Crasselt

Brought a unique UX/UI perspective to traditional advertising projects. Created user journeys, wireframes for a 360 video campaign prototype, social media, and collaborated on a brand campaign for an intern project

## education

Fall 2015 - Spring 2017

### M.S. Business | Experience Design

VCU Brandcenter

Fall 2010 - Spring 2014

### B.S. Mass Communications | Creative Advertising

Virginia Commonwealth University

## skills

### Technical

Adobe Creative Cloud 

Sketch 

Cinema 4D 

Principle 

HTML5 & CSS 

Javascript 

Python 