

# Margaret Karles

User Experience Designer



## Drive

Ideation and creation of human-centric experiences.

## Strengths

Ideator  
Maker  
Multifaceted thinker  
People-oriented  
Multicultural  
Bi-Lingual dual-citizen  
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

@skepticoncynic

## Contact Info

+1 (804) 922-6218

[karlesmj@gmail.com](mailto:karlesmj@gmail.com)

## experience

Aug 2017 - Present

### Freelance | Experience Designer at Creative LLC

Collaborate with creative start-up 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. Worked on identifying new persona creating techniques for the CX department.

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



Axure



Principle



InVision



Cinema 4D



Javascript



HTML5 & CSS



Python



Swift



### Soft

Story-teller

Creative Problem Solver

Cross-functional Designer

Collaborator

Team-player

Passionate

Flexible