



Over Two Decades of Design & Marketing Experience

I focus on championing your target audiences while helping to maximize and grow your business needs that expand profits. I believe in creating great experiences. I believe in guiding businesses to success through impactful design.

Constellation Mutual / MPL Insurance

Senior Design Technologist | UX UI Web & Graphic Designer

10/2018 - Present

- Partnering with various team members, Customer Experience Strategist, Business Leads and Digital Product Manager to strategize, brainstorm and define approaches that optimize design implementation for the online business brand.
- Created wire-frame and prototype design deliverable for digital property projects, which consists of new and universal customer experience.
- Create design deliverable that adheres to Constellation various brands guidelines and are responsive for the web, tablet, and mobile experiences.
- Collaborate with other team members to support the ongoing iterations of various online digital properties.
- Partner with DevOps team members to seamlessly transition design deliverable into coding environment and workflow by providing HTML, CSS & javascript along with all website assets.
- Advise team members to refine user interaction technology and capabilities from concept to release while participating in constructive design feedback.
- Cross-functional support of multiple design projects. Staying organized and manage assignments in a dynamic, diverse environment while meeting deadlines.
- Help develop and refine UI pattern libraries and appropriate design systems and design guidelines.

QuellierCreative.com

Freelance Digital Multimedia Designer - 6/2018 - Present

- Projects included logo design, wireframing, web design, UX/UI consultation and various digital multimedia design deliverable.

Best Buy

Senior UX/UI Designer (contract) - 10/2016 - 6/2018

- Collaborated and co-created user needs and business objectives into functional and meaningful BestBuy.com experiences.
- Gained user research insights that influenced the loyalty program experience that gained measurable improvements.
- Created functional InVision concepts, wireframes, prototypes and design deliverable for web, tablet, and mobile.
- Responsible for omnichannel work streams that integrated new design and accessible user experience for the following: My Best Buy loyalty program, account management, customer service, self-service tab, shopping history with recommendations, post-purchase support, store details page redesign and various other website design projects.

- Provided developer friendly finalized design deliverables while communicating feature and functionality intentions.
- Became well versed in the Best Buy brand standards to improve a cohesive brand experience.
- Reviewed and gave UX/UI consultation of design team's work through weekly critique sessions.
- Planned, analyzed and provided wireframes and high-fidelity concepts for web-based software usability enhancements of various internal tools content management systems (CMS).

Lifetouch / MyLifetouch.com

Lead UX/UI Designer (contract) - 1/2016 - 9/2016

- Provided UX/UI designs with a focus on fundamental user-centered, usability, and interaction design.
- Created enhancements of navigation, user flows by providing wireframes, sitemaps, low/high fidelity prototyping.
- Helped to implement a new MyFamily Rewards program on the MyLifetouch.com website.
- Attended user-research sessions to discover areas of the user flow that had friction points and in turn implementing solutions to alleviate any usability issues for a better website experience.
- Provided developer friendly finalized design deliverables while communicating feature and functionality intentions.
- Successfully completed the contract position with company measurable reports of a lift in user conversions that has resulted in far greater revenue increases (over 30%) compared to the previous year.

Mediaspace & eCapital Advisors

Freelance Digital Multimedia Designer - 8/2015 - 1/2016

- Projects included logo design, whitepapers, promotional emails, web design, and user interface designs for touchpad reports software.

Equus Holdings - CliqStudios.com

RazorSync.com - ServersDirect.com

Senior Graphic/Web Designer - 1/2012 - 8/2015

- Provided high/low-fidelity UX/UI prototypes for redesigns of Equus' affiliate companies that include CliqStudios.com, RazorSync.com, WayzataHomeProducts.com, and ServersDirect.com.
- Strong collaboration with team members/developers (Agile/Scrum setting) to produce on-time optimized web deliverables for various business units.
- Helped Developers with trouble-shooting back-end HTML, CSS & JS to create the desired website solutions.
- Provided prototype direction, graphics, and icons, along with directing CliqStudios.com video projects to completion.

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- Designed various supporting brochures and print/collateral pieces while maintaining branding guidelines. Provided promotional graphics for various business unit's social media websites.
- Designed web ads for various business units. Photographed Equus products with detailed retouching/visual enhancement.
- Enhanced target audience branding, identified deeper understandings of target audiences for innovative, results-driven solutions.

Multi-Tech Systems, Inc.

Senior Interactive Multimedia Designer - 11/2003 - 12/2011

- Conceptualized, designed, and created layout of various sales and marketing visual solutions including brochures, advertisements, technology diagrams, flyers, web design/graphics, HTML promotions, direct mail pieces, company branding, logo design, icon creation, software graphics.
- Provided photography and image adjustment of company hardware products.
- Collaborating with marketing team members for a tight deadline driven turn-around of various trade show graphics and signage along with animations with video promotions and editing.

Professional Skills

Adobe CC: (Windows or Mac)

- XD, PhotoShop, Illustrator, Muse, InDesign, Dreamweaver, Acrobat Professional
- Webflow
- Axure
- Sketch
- InVision
- JIRA
- MS Word, PowerPoint, Outlook
- WordPress CMS
- Constant Contact

EXPERIENCE & BEST PRACTICES

- Inclusive Website Design Principles
- Accessibility Website Design
- Atomic Design Theory Practices
- Website Graphics Optimization
- Hierarchical Design
- Information Architecture
- Iconography & Glyph Design
- Wireframes with Low/High Prototyping
- Responsive, Fluid & Fixed Design
- User Theory & Psychology Fundamentals
- Agile/Scrum Team Project Development

ADDITIONAL SKILLS

- Animated Web Banner Design
- Four Color Prepress Preparation
- Image Scanning & Best Practices
- Photography
- Digital Photo Enhancements
- Video Editing & Sound Splicing
- Typography Theory & Best Practices
- Illustration
- 3D Program Concepts & Terminology

FAMILIARITY WITH CODE

HTML5, CSS & JavaScript



I teach a 2-hour seminar about the 'Power of Design'. In this course, I share my personal insights, perspectives and methods toward design thinking and approach with UX/UI. I touch on marketing, neurology and cognitive psychology. You'll never view the world or yourself the same again.

It's both enlightening and fun!

Education

New Horizons Computer Learning Centers
Certified in **Advanced HTML**

School of Communication Arts
Minneapolis, MN
Degree in **Computer Graphic Design**
Graduated with a **perfect 4.0**

Ongoing Education/Certifications

Human-Computer Interaction (HCI)
The Brain & Technology
Dynamic User Experience
Emotional Design
Gestalt Psychology and Web Principles
Creating Retina Graphics with Photoshop & Illustrator
Foundations of UX: Prototyping
Foundations of Programming: Object-Oriented Design

User Experience Fundamentals for Web Design
SEO: Keyword Strategy in Depth
Foundations of UX: Content Strategy
Responsive Design Fundamentals
Foundations of UX: Logic and Content
Online Marketing Fundamentals
Mapping the Modern Web Design Process

Awards

Hanley Wood - Social Media Strategy Award: Best Use of Facebook – CliqStudios.com Before & After Kitchen Contest.

First Place, Minnesota Better Newspaper Association Award: Advertising Excellence for use of design and color in a full page Hewlett-Packard advertisement.