

# charleen martins lopes

Experience Designer

## CONTACT

401.225.2125

charleenml.com

charleen.martins@gmail.com

## EDUCATION

### VCU Brandcenter

Richmond, VA

M.S. Business/Branding

Experience Design

### Elon University

Elon, NC

B.A. Communication Design

Minors: Political Science and

African & African American Studies

## SKILLS

Augmented Reality

Branding

Design Thinking

Digital Prototyping

Illustration

Physical Prototyping

Strategy

UX/UI Design

UX Research

## TOOLS

Adobe Creative Cloud

Cinema 4D

Figma

Procreate

Spark AR

## WORK EXPERIENCE

### 4A's MAIP Fellow

June '20 - Aug '20

UX/UI Intern, Los Angeles, CA

Selected by Wongdoody

Participated in MAIP's first ever Virtual Engagement Program. Interacted with industry leaders and engaged in UX/UI discipline training. Created three consecutive campaigns with a team, each with three day turnarounds.

### Campfire & Co

Oct '19 - Mar '20

Graphic Design Intern, Richmond, VA

Tasked to design graphic elements in Adobe Illustrator, Photoshop and Giphy. Created Pinterest boards and presentations for onboarding of clients. Provided office support and gathered information for project research.

### Live Oak Communications

Aug '18 - May '19

Creative Content Producer, Elon, NC

Created deliverables for various clients in a timely manner. Designed content for social media, print collateral, and email ads that aligned with brand identity. Collaborated on ideation within a creative team of five as well as an account team of five to ensure client satisfaction.

### Safe & The City

Mar '18

Brand Management Intern, London, UK

Outlined social media strategy and designed content for social media, website, print collateral, and app store. Researched and analyzed company values to design a brand booklet for future interns. Gained knowledge on maintaining and implementing brand identity by attending conferences.