

MARTHA VANDERMEULEN

Chicago, IL

marthavandermeulen.design

Skills

Design:

Desktop

Mobile

E-mail

Print

UX:

ADA

User Flows

Interviews

User Testing

Software:

Adobe CC

Sketch

InVision

Figma

Development:

HTML/CSS

Git / Github

E-mails / Exact Target

HP TeamSite CMS

Awards

Addy, Inland Empire

Advertising Awards –

Azusa, California Urban

Growth Package

HOW Magazine Annual –

Identity Design for

De Vale Design

Chicago Women

in Publishing –

American Hospital Association

Brochure Design

Graphic Design USA

In-House Annual –

Northern Trust Financial

Event Invitation Series

Graphic Design USA

In-House Annual –

Northern Trust Financial

Conference Brochure Design

UX/UI/Visual Designer

Award-winning designer, with background in UX/UI, digital and print design and HTML/CSS. Currently completing apprenticeship program in UX/UI design. Will provide diverse design skills and committed empathy for user. Always looking to increase knowledge.

Experience

Freelance Designer, Chicago, IL – 10/2018 - Present

UI Designer, Chicago Public Schools • 2/20 - present

- Complete redesign of company's website utilizing UX best practices and ADA standards

Graphic Designer, Novel CoWorking • 2/19 - 9/19

- Digital design and production for coworking company

UI Designer, Arcalea • 10/18 - 6/19

- Complete redesign of company's website utilizing UX best practices and ADA standards

Northern Trust Corporation, Chicago, IL – Global Fortune 500 Financial Services Corporation – 7/98 -1/19

Successful management of digital and print projects from initial concept through final production. Collaboration with internal clients to create on-brand designs for web pages, HTML e-mails, corporate collateral and promotional materials for Northern Trust Open, a PGA tournament.

Web Designer, UX Team – 6/15-1/19

- Developed 100+ corporate-wide, responsive, marketing HTML e-mail templates in 30 days
- Created web pages and digital projects utilizing UX best practices, human-centered design and agile methodology
- Developed process to shorten development of HTML 5 ad production by 15+ minutes per ad
- Trained production designer to create HTML e-mails
- Completed the Luma Institute training program for human-centered design

Senior Graphic Designer, Print Team – 7/98-6/15

- Supervision of production artists using branded print templates
- Creation of conference brochure and invitation series that won in-house awards from Graphic Design USA

Education

Agile Training | AgileN2N 2020

UX/UI Design Apprenticeship | Bloc 2019

Twelve hours of graduate study | The University of Tennessee, Knoxville, TN

Bachelor of Fine Arts, concentration in graphic design with additional coursework in photography | The University of Tennessee, Knoxville, TN

Coursework in photography | School of the Art Institute of Chicago, Chicago, IL