

MARTHA VANDERMEULEN | UX/UI DESIGNER

Chicago, IL • 773-307-2213 | MARTHAVANDER@GMAIL.COM • [PORTFOLIO](#) • [LINKEDIN](#)

SUMMARY

Award-winning designer, with background in UX/UI, product, digital, print and HTML/CSS. Completed program in User Experience. Will provide end-to-end design skills and committed empathy for users by utilizing collaboration with product and engineering.

SKILLS

Design: Web, Kiosk, Mobile, Apps, E-mail, Print, Branding, Marketing

UX: WCAG (ADA), Competitive Analysis, User Surveys, User Stories, User Flows, Interviews, User Testing, Wireframing, Prototyping, Presenting, End-to-End design process, Collaboration with stakeholders

Software: Figma, Sketch, InVision, Jira, Confluence, Adobe Creative Cloud (Illustrator, Photoshop, Acrobat, InDesign)

Development: HTML/CSS, E-mails, Litmus, Exact Target, HP TeamSite CMS, WordPress, Agile Methodology

EXPERIENCE

UX/UI Designer, Regions Bank • 4/23 – present

- End-to-end usable design for LockboxIQ, a complex web payments app, on Regions' UX team utilizing Agile, Figma.
- Collaboration with product, engineering, design systems and accessibility.

Senior Product Designer, McDonald's • 6/22 – 4/23

- End-to-end product design for app and kiosk on McDonald's UX team utilizing Agile methodology, Figma, Jira and Confluence.
- Collaboration with product, engineering, design systems and accessibility.

UX/UI Designer, DTE Energy • 7/20 – 6/22

- Design user interfaces in Figma for responsive web application using empathy, analytics and UX best practices
- Contribute to and maintain digital design system for developers and vendors.

UI Designer, Chicago Public Schools, Freelance • 2/20 – 5/20

- Design of data-heavy regional analysis website utilizing UX best practices and ADA standards using Sketch, InVision.

UI Designer, Arcalea, Freelance • 10/18 – 6/19

- Redesign of digital marketing firm's website utilizing UX best practices and ADA standards using Sketch, InVision.

Designer, Novel CoWorking, Freelance • 2/19 – 9/19

- Digital design and production for coworking company using Adobe CC.

Web Designer – UX Team, Northern Trust Corporation • 6/15 – 1/19

- Developed 100+ corporate-wide, responsive, marketing HTML e-mail templates in 30 days.
- Created on-brand sites and digital projects utilizing UX best practices and human-centered design using Sketch and InVision.
- 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 Designer – Print Team, Northern Trust Corporation • 7/98 – 6/15

- Supervised 3 production artists using branded print templates.
- Created conference brochure and invitation series that won in-house awards from Graphic Design USA.

EDUCATION

Agile Training 2020 • AgileN2N

UX/UI Design Apprenticeship 2019 • Bloc

Bachelor of Fine Arts (BFA) • The University of Tennessee • Concentration in Graphic Design, additional coursework in Photography

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