

Marvin Rea

Product Designer - Visual Communications - Human Computer Interaction

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PROFILE

Product designer who researches, designs, and builds internal tools and digital workplace experiences for a 6,000-person organization. Grew intranet engagement 543% and replaced a two-person IT bottleneck with a scalable, federated system. BFA in Visual Communication Design; MS in Human-Computer Interaction (DePaul, expected 2027).

EXPERIENCE

Digital Experience Designer, Asphalt Materials, Inc,

January 2026 - Present

- Proposed and defined the Digital Experience Designer role to reflect expanded ownership of UX, research, and internal product design.
- Led research-informed redesign of the corporate intranet (navigation, information architecture, content strategy, interactive features), growing active users 543%, from 68 users to 442.
- Redesigned workspace provisioning for 6,000 employees: interviewed and surveyed 25 users across 4 roles, then introduced a federated model that distributed fulfillment from 2 IT admins to 30 admins across 15 business units.
- Partner with Marketing, Communications, and IT to align design decisions with business goals; build custom SharePoint web parts and Power Automate workflows.

M365 Collaboration Coordinator, Asphalt Materials, Inc,

February 2023 - December 2025

- Designed and managed the IT communications portal on SharePoint and Teams, publishing recurring tips, project highlights, and employee features for 7,000 employees..
- Created training materials for technological training programs and used user surveys to prioritize content and support needs.
- Served as primary collaboration administrator for IT, Finance, and executive stakeholders, handling workspace setup and troubleshooting.

Lead Designer, Purdue Student Union Board

March 2020 - June 2022

- Led design for 20+ campus events across print and social, keeping campaigns consistent while translating event goals into visual communication.

Graphic Designer, Purdue Black Cultural Center

June 2019 - February 2020

- Contributed to the center's visual identity rebrand and designed identities for four performing arts ensembles.

EDUCATION

DePaul University - Expected 2027

MS Human-Computer Interaction

Purdue University - Grad 2022

BFA Visual Communication Design

Advanced UX/UI for Gaming - 2026

ELVTR

UX Design Certification - 2025

Google

SKILLS

UX/Product

User Research · Usability Testing · Information Architecture · Journey Mapping · Interaction Design · Wireframing · Prototyping · Design Strategy · Competitor Analysis · A/B Testing · Accessibility

UI/Visual

Visual Design · Design Systems · Typography · Branding · Iconography · Web Design · Visual Hierarchy

Tools

Claude · Figma · Adobe XD · Illustrator · Photoshop · InDesign · After Effects · Blender · Miro · Microsoft 365