

# MARVIN REA

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## Visual Designer

## PROFILE

I'm a visual designer focused on ensuring great user experience and meeting business needs of designed products. I'm also experienced in implementing marketing strategies and developing both on and offline campaigns. My philosophy is to make products understandable, useful and long-lasting at the same time recognizing they're never finished and constantly changing. I'm always excited to face new challenges and problems.

## EXPERIENCE

Feb 2023 - Present

### **Collaboration Coordinator, The Heritage Group**

- Foster collaborative relationships across Marketing, Communication, and IT departments for seamless communication and alignment in projects.
- Spearheaded a comprehensive engagement strategy that boosted corporate intranet usage by 543%, driving cross-departmental collaboration and knowledge sharing.
- Designed and implemented targeted content campaigns, streamlined navigation, and introduced interactive features tailored to user needs..
- Provide expert business intelligence consultation, empowering strategic decision-making and gaining a competitive edge.

June 2021 - May 2022

### **Lead Designer, Purdue Student Union Board**

- Participated in development of current brand identity
- Design marketing material for 20+ center events. These materials include print work and social media ads.

May 2019 - Aug 2021

### **Graphic Designer, Purdue University's Black Cultural Center**

- Participated in rebranding of the Black Cultural Centers visual identity.
- Design marketing material for 12+ center events. These materials include print work and social media ads.
- Developed brand identity for four performing arts ensemble

## EDUCATION

### **MS Human-Computer Interactions**

DePaul University graduation expected 2027

### **BFA Visual Communications Design**

Purdue University

### **Google UX Design Certificate**

Coursera

### **Advanced UX/UI for Gaming**

ELVTR

## SKILLS

### **Product Design**

User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wire-framing · Low-High Fidelity Mock-ups

### **Visual Design**

Poster Design · Branding · Typography · Iconography · Book Design · Book Binding · Web Design · Stylesheets and Guidelines · Design Systems

### **Research**

User Interviews · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · A/B Testing · Competitor Analysis · Design Strategy

### **Software**

Figma · Illustrator · Photoshop · InDesign · AfterEffects · Adobe XD · Blender · Microsoft 365