

Marvin Rea

Product Designer - Visual Communications - Human Computer Interaction

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PROFILE

I'm a product designer who connects visual craft with UX research — a combination shaped by a BFA in Visual Communication Design and, currently, an MS in Human-Computer Interaction at DePaul. At AMI, I lead research-informed redesigns and act as the connective tissue between Marketing, IT, and Communications, so design decisions hold up across both technical and non-technical teams. I design for the long term: products that stay understandable and useful as they, and the people using them, keep changing.

EXPERIENCE

UX & Collaboration Designer, AMI

Feb 2022 - Present

- Led UX-informed redesign of corporate intranet — including navigation restructuring, content strategy, and interactive feature development — driving a 543% increase in employee engagement and cross-departmental usage.
- Conducted user research and applied findings to streamline information architecture, reducing friction in how employees access and share knowledge across 7 companies
- Partnered with Marketing, Communications, and IT stakeholders to align design decisions with business goals, serving as a bridge between technical and non-technical teams.
- Provided business intelligence consultation to inform strategic initiatives and content prioritization.

Lead Designer, Purdue Student Union Board

Feb 2020 - Jun-2021

- Contributed to a comprehensive visual identity rebrand in collaboration with center leadership.
- Designed marketing material for 20+ center events. These materials include print work and social media ads.
- Managed end-to-end design production across digital and print touchpoints while maintaining consistency across campaigns and communications.
- Collaborated with organizational stakeholders to translate event goals and audience needs into effective visual communication.

Graphic Designer, Purdue Black Cultural Center

Jane 2019 - Feb 2020

- Participated in rebranding of the Black Cultural Centers visual identity.
- Designed marketing material for 12+ center events.
- Developed visual identities for four performing arts ensembles, translating distinct organizational voices into cohesive visual systems.

EDUCATION

DePaul - Grad 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

UI/Visual

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

Tools

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