



Marc Marius Mueller

UX & UI Designer



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## Skill Set

UI Design • UX Research • Wireframes • Personas/User Roles • Experience Mapping • Service Design • Competitive Analysis • HTML/CSS/jQuery

Prototyping • Responsive Design • Concept Development • Idea Visualization Design Briefs • Graphic Design • Public Speaking • Usability Testing

## Professional Experience

### UX Architect

**Universal Mind** - 10/2015 to present

Conducted research in the field to inform user-centered design developments. Created artifacts that consolidate and summarize research findings, such as journey maps, briefs, and usability heuristic analyses. Produced design deliverables such as wireframes, high fidelity mockups, prototypes, and experience visions for stakeholder presentations and development handoffs.

- Conducted 20+ user interviews in 6 different US states and Canada to develop an experience vision and gather requirements for a building material manufacturer
- Developed design concepts across a range of media, from kiosk interfaces to integrated systems
- Presented research findings and design concepts and co-hosted workshops on design methodologies with company founders and executives
- Compiled UX workflow practices to optimize consistency within a remote design team and reduce friction for handoff to development

### UX/UI Designer

**Bulb Inc.** - 6/2013 to 7/2015

Designed several key components of bulb, an online app where users can publish their work and which is used by several school districts and TED speakers such as Martin Villeneuve.

- Designed a payment system for pro accounts that established initial revenue stream
- Designed entire set of collateral for summer marketing campaign that was used at various trade shows and conferences
- Helped refine processes to optimize communication and performance across a partially remote design team
- Gave several presentations at conferences about the future of education and technology, built on user research and usage insights.
- Coded several frontend prototypes to be shown to investors and content partners to help communicate the product vision

### Designer

**Northcoaster** - 11/2008 to present

Developed visual brand material, social media marketing concepts, and audio-visual material for a variety of clients.

- Developed brand concept and assets for a new online retailer of premium vinegars, including a variable logo with an extensive color palette to match the company's range of flavors as well as packaging design.
- Redesigned the brand for an evaluator network, including new logo, unified stationery, and updated typography guidelines across media that led to an increase in user engagement throughout the portal.
- Conducted competitive analysis of social media marketing initiatives and compiled a strategy guide that was used to solidify brand presentation across select platforms.

### Creative Technologist Intern

**McKinney** - 6/2012 to 8/2012

Explored innovative internal and external projects that were connected to the McKinney Ten Percent — an internal idea incubator. Conducted viability and market research, developed wireframes, visual language and user experience guides for interactive solutions.

- Contributor to two advertising concepts for a product launch for a sports brand, with focus on interactive components.
- Assisted an internal startup project with competitive research and creative briefing.

### Graphic Designer

**Creative Coast Alliance** - 6/2011 to 6/2013

Assisted a business development non-profit in Savannah, GA with the creation of information and marketing material to promote numerous events and initiatives to community members.

- Conducted research and helped with a usability audit for a related event app.
- Helped establish an event series where local professionals offered free advice to community members on a monthly basis.

## Education

**Savannah College of Art and Design (SCAD)**

MFA in Graphic Design - 9/2010 to 5/2013

**University of Applied Sciences Bremerhaven**

BS in Digital Media - 10/2005 to 8/2010

**Universidade de Vigo**

Erasmus exchange student - 10/2007 to 3/2008

## Past Clients

- Anschutz Corporation
- Cellular Sales
- Principal Financial
- Belk
- CertainTeed
- SpatialKey
- Catholic Health Initiatives
- JourneyEducation
- Western Union