Rochell Hatfield

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Website: classyboss.design

UX/UI Designer | Graphic Designer

Highly creative graduate of Bachelor of Design in Visual Communications and hands-on experience in product design taking from conceptual designs to prototyping, and wireframing in a highly fast-paced environment. Proven success in conceptualizing and creating interactive graphics for multichannel marketing/branding campaigns including corporate branding, digital media, and print marketing collateral. A solution-oriented and innovative web-development professional with ability to create responsive web-applications by translating needs/requirements and devising plans to provide solutions with a keen focus on meeting and exceeding expectations. Quickly learn and master new technologies, successful work in both, team and self-directed settings. Possess excellent interpersonal, organizational, problem-solving, and exceptional communication skills.

Technical Proficiencies

Graphic Designing:	Adobe Creative Suite: (InDesign, Photoshop, Illustrator, After Effects, Lightroom, Media Encoder, Premiere Pro, Fresco)	Figma	Sketch	InVision
Web Development:	HTML	CSS	JavaScript	SASS	Visual Studio Code	Github	Google Analytics	Hotjar	Ahref
Other Tools:	Audacity	Microsoft Office Suite (Word, Excel, PowerPoint)	Flexi

Experience Highlights

Eastern Washington University, Cheney, WA   09/2017 – 06/2020
Bachelor of Design Majoring in Visual Communications

Developed strong foundation of designing compelling graphics blending with marketing and psychology to create optimal impact on users. Gained in-depth knowledge and hands-on experience of visual vocabulary, design methodologies, and tools required for designing. Built expertise in creating original design solutions tailored to exhibit a unique personal voice. Became familiar with product designing as well as UI/UX design from prototyping to evaluating performance.

- Distinguished for academic excellence throughout the degree, appeared on Dean's List Spring of 2020.
- Participated in EWU Research and Creative Works Symposium in 2020.
- Participated in Incandescent Photography Art Gallery in 2019

Lysin Student Biotech Start-Up, Cheney, WA   01/2020 – 05/2020
Designer Project Lead

Served as the lead designer for strategizing promotional materials and creating visually appealing layout for poster for presenting to potential investors and acquire funding for research. Utilized After Effects, Premiere Pro, and Media Encoder to create a video presentation for a social media campaign to build brand awareness.

- Recognized for Top Ten Businesses Award from EWU Center for Entrepreneurship.
- $2,500 award from investors for campaign design and research/ start-up money.

Signarama, Lynnwood, WA   05/2021 – Current
Lead Designer/Product Designer

I produce comps, mock-ups, resizing, editing, revising rounds, and grammatical proofing of collateral. I keep a keen eye out for the effects of color, font, typeface, photograph, and overall layout and to ensure the elements communicate the desired creative concepts. I deliver compelling ideas and develop those ideas into tangible design solutions to meet client goals and objectives. I maintain electronic archives, filing systems, and image libraries of marketing materials.

Additional Experience: **Freelance UX Designer** *for Hatfieldrm,* **Designer Project Lead** *for Fayge,* **Advertising & Promotions Associates** *for Pre-Med Pre-Dent Society,* **Sales Associate** *for Victoria's Secret/Kohl's/LA Fitness, and Vector Marketing.*

Education

Bachelor of Design Majoring in Visual Communications **–** Eastern Washington University, Cheney, Washington, 2017 – 2020

Licenses & Certifications

User Experience/ User Interface Certificate – Eastern Washington University, 2020

Awards

Top Sales - Vector Marketing – 05/2014
Top Businesses Award - EWU Center for Entrepreneurship – 05/2020