

Rochell Hatfield

Graphic Designer UX/UI Brand Strategist



Contact

<https://hatfieldrm.com>

rhatfield@eagles.ewu.edu

(541)975-3810

20225 Bothell Everett Highway apt.

2236 Bothell, Washington 98012

Education

Bachelor of Design Majoring in Visual Communications Design

Eastern Washington University, June of 2020

Dean's List Spring of 2020

User Experience Design Undergraduate Certificate

Eastern Washington University, June of 2020

Software Skills



Adobe Creative Suite:

Indesign, Photoshop, Illustrator,
After Effects, Lightroom, Fresco,
Premiere Pro, Media Encoder

Microsoft Office:

Word, Excel, Powerpoint

HTML, CSS, and some JS

Visual Studio Code

Figma

Sketch

Github

Invision

Audacity

User Experience Method

Heuristic Evaluation

Persona & Scenario

Interaction Flow Map

Interface Prototyping

Usability Testing

Website Analytics

System Evaluation

Undergraduate Experience

Lysin Student Biotech Start-Up {January 2020 - May 2020}

- Lead designer of promotional materials for Lysin, a student-run start-up concept looking to make a novel acne medication
- Designed visuals and layout for poster utilized in explaining the concepts and acquiring funding for research
- Produced video essay for a social media campaign used to acquire feedback from the target market
- Contributed towards award for top ten businesses

Pre Med Pre Dent Club Designer (September 2018 - May 2020)

- Commisioned by club for design of a new logo, continued to design posters and imagery for classes and promotional materials

Presentations

Photography Gallery: Incadescent Exposure {December 4th, 2018}

- I showcased 2 of my photographs at a public art gallery in downtown Cheney, WA.

EWU 23rd Annual Research and Creative Works Symposium {May 27th, 2020}

- Samual Hatfield, Rochell Hatfield, Luis Matos. *Endolysins as a novel acne medication - Social media campaign and Composition.*



My values are what define me, my life style, and my work ethics. Results-generating, ambitious and driven, with a passion for analyzing, researching, and developing; prioritizing, organizing, and evaluating time and self-management; creating above and beyond goals and meeting them effectively and efficiently. Among other things, I am diverse and set no limits to what I can do.

