

Rochell Hatfield

Graphic Designer UX Brand Strategist

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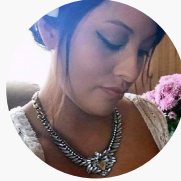
Website

hatfieldrm.com

Address

Bothell, Washington 98012

Profile



Hello, I am a Creative Graphic Designer with User Experience capabilities and an expert in Brand Strategy. I also excel in business marketing and sales.

Work Experience

User Experience Method

Heuristic Evaluation
Persona & Scenario
Interaction Flow Map
Interface Prototyping
Usability Testing
Website Analytics
System Evaluation

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

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
- Created visuals/assets and layout for poster utilized in marketing and selling the concept to acquire funding for research
- Produced video essay using After Effects, Premiere Pro, and Media Encoder for a social media campaign used to acquire data/research from the target market
- Award for top ten businesses

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

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

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}

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

Education

Bachelor of Design Majoring in Visual Communications

Eastern Washington University, June of 2020

Dean's List Spring of 2020

User Experience Certificate

Eastern Washington University, June of 2020