Rochell Hatfield

User Experience Designer & Graphic Designer

Bothell, Washington 98012

Phone
(541)975-3810

Email
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Website
hatfieldrm.com

Software Skills

- HTML, CSS, some JS
- Visual Studio Code
- Figma
- Sketch
- Github
- Invision
- Audacity

- Adobe Creative Suite: Indesign, Photoshop, Illustrator, After Effects, Lightroom, Media Encoder, Premiere Pro, Fresco

- Microsoft Office: Word, Excel, Powerpoint

UX Methods

- Heuristic Evaluation
- Persona & Scenario
- Interaction Flow Map

- Interface Prototyping
- Usability Testing
- Website Analytics

- System Evaluation

Work 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.
- Created visuals/assets and layout for poster utilized in marketing and selling the concept to aquire funding for research.
- Produced video essay using After Effects, Premiere Pro, and Media Encoder for a social media campaign used to aquire 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}

- 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