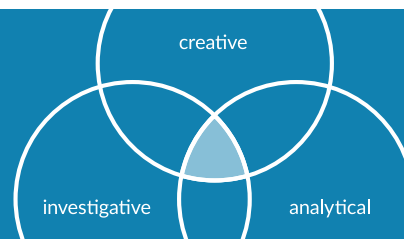


DeAnn Mann

UX Designer



EMAIL deannmanncreative@gmail.com

LINKEDIN www.linkedin.com/in/deannmanncreative

WEBSITE www.deannmanncreative.com

LOCATION Charlotte, NC

QUALIFICATIONS PROFILE

Resourceful and performance-driven professional with comprehensive experience creating growth through strategy, design and creative direction.

- Ability to empathize with users, ideate solutions, develop compelling user experiences and improve design through constructive critique and feedback.
- Exceptional talent for conveying complex ideas through clean, simple interfaces.
- Excellent time management, collaboration and presentation skills.
- Experience in User Research, Experience Strategy, Information Architecture and Interaction Design.
- An expressive yet analytical thinker who embraces new challenges and keeps up with the latest trends – traits I've needed to compete and stay relevant as an art director over the past 10+ years.
- Adept at managing changing priorities while staying focused on timelines.

KEY SKILLS

UX/UI Competitive Analysis, Interviews, Affinity Mapping, User Personas, Journey Maps, Task Flows, Card Sorting, Wireframing, Prototyping, Mood Boards, Usability Testing, Design Language Systems

PROGRAMS Adobe XD, Sketch, InVision, Balsamiq, Photoshop, Illustrator, InDesign

EDUCATION AND CREDENTIALS

UX Design Certifications, CareerFoundry

User Interface Design Certification, CareerFoundry

B.B.A. in Marketing, American InterContinental University

A.T.A. in Commercial Art, Centralia College

EXPERIENCE HIGHLIGHTS

CareerFoundry

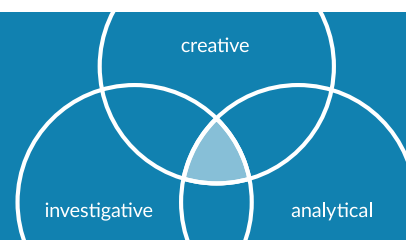
User Experience Design // User Interface Design // Front End Development, Feb 2019 – present

Gained user experience design knowledge and skills by completing 300 plus hours of training designed by experts from various companies like Apple and Amazon. Currently working Front End Development Specialization Course.

- Learned data-driven UX methodology comprised of user research, experience strategy, information architecture and interaction design.
- Designed, developed and completed real-world projects using Adobe XD, InDesign, Illustrator, Sketch and InVision.

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PROFESSIONAL EXPERIENCE

DeAnn Mann Creative, Charlotte, NC

Creative Director, 2018 - present

Leverages broad scope of industry knowledge and skills while providing creative direction, branding and graphic design services.

- Develops robust strategy and creative design to create growth and maximize profitability.

Belk, Charlotte, NC

Senior Art Director, 2013-2018

Planned and created overall look and feel for major campaigns, including photo direction, color palettes, logos, props, locations, styling and H&MU direction, type treatments, and sample layouts. Conceptualized and designed innovative layouts for creative print and ecomm advertising.

- Oversaw and managed activities related to fashion and product photography on location and in studio.
- Planned, developed and implemented very successful 2014-2015 holiday campaigns, which increased sales in November and December.
- Held accountable for projects from initial merchant previews through concept development, layout design, photography fulfillment and production.
- Adopted best practices to effectively manage multiple concurrent projects in a high-volume, fast-paced retail environment.
- Liaised and functioned closely with merchants, writers, art directors, managers, photography teams and post-production to ensure projects were high quality and completed on time and within budget.

HSN, St. Petersburg, FL

Senior Art Director / Art Director, 2004 – 2013

Significantly increased awareness of products and promotions by designing and developing creative marketing materials including direct mail, package inserts, trade show collateral, environmental graphics, logos, ecomm advertising and social media.

- Led, directed, and coordinated fashion and product photo shoots in line with creative objectives.
- Conceptualized and designed high-profile monthly program guides featuring new and exclusive products, seasonal campaigns and partnerships with entertainment industry promotions.
- Managed affiliate marketing collateral, including tradeshow materials, website design, digital ads and campaign creative for television, social media, print, web and mobile advertising.

Additional experience as **Art Director / Senior Designer** at FMI, Savannah, GA