



DeAnn Mann

UX Designer

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EDUCATION

UX/UI Design Certifications

CareerFoundry

Front End Development Certification (pending)

CareerFoundry

B.B.A. in Marketing

American InterContinental
University

A.T.A. in Commercial Art

Centralia College

SKILLS

UX/UI

Competitive Analysis

Surveys

Interviews

Affinity Mapping

User Personas

Journey Maps

Task Flows

Card Sorting

Wireframing

Prototyping

Mood Boards

Usability Testing

Design Language Systems

TOOLS

Adobe XD

Sketch

InVision

Balsamiq

Photoshop

Illustrator

InDesign

CSS

HTML

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 via constructive critique and feedback.
- Talent for conveying complex ideas through clean, simple interfaces.
- Excellent time management, collaboration and presentation skills.
- Experience in user research, interaction design, experience strategy, information architecture, user interface design and front end development.
- Adept at managing changing priorities while staying focused on timelines.

EXPERIENCE HIGHLIGHTS

UX/UI Design Certifications // CareerFoundry // 2019 – 2020

- Completed 300 plus hours of user experience design training designed by experts from various companies like Apple and Amazon.
- Designed, developed and completed real-world projects using Adobe XD, Sketch, InVision, Balsamiq, Illustrator and InDesign.

PROFESSIONAL EXPERIENCE

Creative Director // DeAnn Mann Creative // 2018 - present

- Creative direction, branding and graphic design

Senior Art Director // Belk // 2013-2018

- Created overall look and feel for major campaignss including photo direction, color palettes, logos, props, locations, styling, type treatments, and sample layouts for creative print and ecomm advertising.
- Oversaw fashion and product photography on location and in studio.
- Planned, developed and implemented very successful holiday campaigns, which increased November/December sales.
- 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 with merchants, writers, art directors, managers, photography teams and post-production to ensure projects were high quality and completed on time and within budget.