

# Brooke McEntee

– ui/ux designer

## EDUCATION

### DePaul University

#### College of Computing and Digital Media, School of Design

Bachelor of Science, Interactive and Social Media

Minor, Graphic Design

Chicago, Illinois

Graduated: March 2016

### BBA INSEEC - École de Commerce Européenne

Business Administration

Lyon, France

September 2014 to December 2014

## EXPERIENCE

### NextTier Education

#### UI/UX Designer

Chicago, Illinois

April 2016 to present

- Performed as UI/UX design lead on web and mobile product development for new features and updates to existing features from concept to implementation
- Reimagined visual interface elements and behaviors including typography, iconography, color palettes, and other graphical components
- Restructured and improved usability of existing product features after two years already in the market based off of client feedback and user data
- Conducted feature-specific design reviews with product and business development teams, as well as reviews with clients

### Coleman Entrepreneurship Center at DePaul University

#### Digital Marketing and Communications Assistant

Chicago, Illinois

January 2014 to March 2016

- Took over planning for the 2015-16 academic year during the absence of both the Executive and Assistant Directors (6 months)
- Designed all web and print marketing materials, including posters and program booklets, that were distributed campus-wide
- Contributed to an organic online engagement growth of over 50% in less than 2 years
- Managed and updated Wordpress, Twitter and Facebook content on a daily basis

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## SKILLS

### Methods

Mockups, Wireframes, Prototypes, Usability Testing, Personas, User Stories/Scenarios, Storyboards, Brainstorming

### Design

Advanced: Sketch, Illustrator, Zeplin

Intermediate: Balsamiq, Axure, Photoshop

Beginner: Principle, InVision, Flinto

### Programming

Intermediate: HTML5, CSS3

Beginner: LESS, JavaScript, jQuery

### More

Advanced: WordPress, Squarespace

Intermediate: Bootstrap, Foundation, Drupal

## LEADERSHIP

### Dean's List

#### DePaul University

College of Computing and Digital Media

2012-2016; all quarters in attendance

### Google BOLD Immersion

#### Google

Mountain View, California

August, 2014

- Chosen as one of 70 students selected out of over 700 applicants to attend a three-day intensive program at the Googleplex
- Attended business-focused and creative thinking seminars to gain insight into the business side of the technology industry
- Received 2nd place in a group case study that asked us to solve a current issue dealing with diversity in the technology industry

### Kalt Endowed Scholarship

#### DePaul University

College of Computing and Digital Media

2014-15 academic year