Brooke McEntee
— ui/ux designer

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216-970-1267

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
Director of UI/UX Design
Chicago, Illinois
April 2017 to present

UI/UX Designer
Chicago, Illinois
April 2016 to April 2017

- 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

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