

# 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

**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

brookemc12@gmail.com  
216-970-1267

## 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*