

Marcus Grant
Product Designer, Developer, Startup Entrepreneur

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I'm a highly skilled product designer, utilizing visual, UI and UX design. My creative existence is absorbed in all things design: illustration, branding, UI design for mobile and desktop, and UX design. I'm a front-end coding ninja and craft Shopify stores as well. On breaks I enjoy building wooden things (alpine furniture and meditation tree houses), vegan food, and long runs in the country. I'm fully immersed and fluent in startup culture, from AI to distributed web to the ethereal mathematics that empowers it all.

----- **Projects I Typically Do** -----

- **Product design** with high visual, UI/UX appeal
- Make **mobile web** and **mobile app** UI/UX awesome
- **Startups** (UI/UX design, developer specs, pitching to investors)

----- **Education** -----

University of Wisconsin at Madison

Majors: Art, Physics .. Minor: Asian culture
Madison, WI
1998 - 2001

----- **Relevant Experience** -----

pi one zero labs

Product Designer, Developer, Startup Entrepreneur
Madison, WI
2005 - Present

--- **Visual Design Skills** ---

- Mobile app UI design
- Responsive web UI design
- Illustration
- Branding
- Print

Go to tools: Adobe Creative Cloud

--- **UX Design Skills** ---

- UX and user research
- Empathy and knowing how to 'delight the user'
- Data, user, experience and interaction driven design
- Design thinking
- Ethnography
- Information design and architecture
- Whiteboarding, pencil sketches, wireframes, storyboards for mobile and desktop
- Task analysis
- Prototyping in XD, InVision, Sketch
- UX writing
- Collaboration ensuring project vision is being implemented
- Usability testing
- Responsive design
- Google rank building (social media, SEO, Google algorithms, Google analytics)

Go to tools: Adobe XD, Invision, Sketch, pencil & paper

--- Developer Skills ---

- Front-end responsive coding for smart device friendly websites using CSS (including flex), HTML, JavaScript and Bootstrap
- Store building with Shopify backend using their templating language Liquid
- UI design with the template building tool Webflow

Developer Skills I'm Working On Behind the Scenes:

- React mobile app development using: React App, React Native, Gatsby
- API-based CMS using: GraphQL
- Cultivation of peer-to-peer distributed web using: Protocol Labs tools like IPFS
- Python for quantum hybrid app development using D-Wave

Go to tools: Atom, GitHub, Bootstrap, Shopify, Webflow

----- Recent Project Samples (Full port: <https://t2m.io/gh5U1ryn>) -----

[1] The Loft on Broadway (Milwaukee events and wedding venue)

- A) Full company branding: color palette, typography, illustrations, logo, web assets
- B) Responsive web site in Shopify

Date: Winter 2020-Spring 2021

Website: <https://theloftonbroadway.com>

View assets in Dribbble: <https://t2m.io/PsaN319k>

[2] The Factory at Barclay (Milwaukee events and wedding venue)

- C) Full company branding: color palette, typography, illustrations, logo, web assets
- D) Responsive web site in Shopify

Date: Winter 2019-Spring 2020

Website: <https://thefactoryonbarclay.com>

View assets in Dribbble: <https://t2m.io/1sJEffkM>

[3] The Cheesehead Factory (Foamation Inc storefront in Milwaukee)

- A) Redesign of old web site to responsive web site in Shopify
- B) Shopify-based marketing of their world famous Cheesehead hat foam products

Date: Summer-Fall of 2019

Website: <https://cheesehead.com/>

[4] Peaceful Yak (Madison area online wellness store)

- A) Full company branding: color palette, typography, illustrations, logo, web assets
- B) Shopping platform using Shopify (in development)

Date: current

Website: in progress

View assets in Dribbble: <https://t2m.io/Fss8uvqF>

[5] JangoBio (Madison biotech startup)

- A) Full company branding: color palette, typography, illustrations, logo, web assets
- B) Responsive web site prototypes using Webflow for JangoBio and their associated research lab The Laboratory of Endocrinology, Aging and Disease

Date: 2017

Websites: <https://t2m.io/WnpMOzph>, <https://t2m.io/0SgWhSK2> (archived)

View assets in Dribbble: <https://t2m.io/7LY84UJ2>

[6] Hernandez Roofing (Milwaukee roofing company)

- A) Full company branding: color palette, typography, illustrations, logo, web assets
 - 1) branding of the business (including print)

- 2) branding of the novel use of drones in the roofing industry
- 3) branding of the customer relationship management (CRM) backend portal
- 4) branding of the mobile app

B) Responsive web site

Date: 2015

Websites: <https://t2m.io/CZgXzhtb>, <https://t2m.io/jbZPrEs2> (archived)

View assets in Dribbble: <https://t2m.io/u96uGucV>