

**Marcus Grant**  
**Product Designer**

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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, graphic design, UI design for mobile and web, and UX design (from 'design thinking' in the beginning all the way to usability testing betas in the end, resulting in good product design.) Even out of the studio on breaks I'm still creating and problem solving with photography and building wooden things, including amazing high end meditation/design studio tree houses. I'm fully immersed and fluent in startup tech and culture, from AI to decentralized web to the ethereal math that empowers blockchain and algorithms.

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

- Product design with high visual, UI and UX appeal
- Make mobile web and mobile app UI visually awesome
- Mobile app development for Android and iOS

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

University of Wisconsin at Madison  
Majors: Art, Physics .. Minor: Asian culture  
Madison, WI  
1998 - 2001

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

pionezero  
Product Designer; Front-End Developer  
Madison, WI  
2005 - Present

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

- iOS/Android UI design
- Responsive web UI design
- Illustration
- Branding
- Graphic design
- **Tools: Adobe Creative Cloud (esp. Photoshop, Illustrator)**

**--- 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, tablet and desktop
- Task analysis
- UI design (including layout, color theory, typography, icon illustration, images, flat design)
- Prototyping in Sketch and then in InVision
- UX writing

- Collaboration with developers and client, ensuring project vision is being implemented
- Usability testing
- Responsive design
- Google rank building via social media, SEO, Google algorithms insight and Google analytics
- **Tools: Sketch, Invision**

#### --- Developer Skills ---

- Front-end responsive coding for smart device friendly websites using CSS3, SCSS, LESS, HTML5, JavaScript, Angular, React and Bootstrap
- JavaScript + React mobile app development for Android and iOS
- HTML5 and hybrid mobile app development for Android and iOS
- PWA mobile app development (progressive web apps) for Android and iOS
- Implementation of JSON for GraphCMS API-based CMS
- Flat file CMS using Grav and ContentTools
- Cultivation of peer-to-peer distributed web via hashed IPFS gateways and dat:// protocol
- Store building with CMS tools like Webflow (with Ecwid shopping carts) and Big Cartel
- Cultivating AI approaches to big data, API-building and chat bots
- **Tools: Atom, GitHub, Webflow, Grav, GraphCMS, Gatsby, Create React App, React Native**

#### ----- Project Samples -----

[ 1 ] **JangoBio** (Madison biotech startup,

[https://www.dropbox.com/sh/r0qe61e42p8rfsw/AADO-fb\\_FQ9I8j0tswjLKOIJa?dl=0](https://www.dropbox.com/sh/r0qe61e42p8rfsw/AADO-fb_FQ9I8j0tswjLKOIJa?dl=0))

- Full branding of the company: color palette, typography, illustrations, logo, web assets
- Responsive web site (in development)
- Biotech infographics (in development)
- Mobile app (in development)

[ 2 ] **Peaceful Yak** (online wellness store,

[https://www.dropbox.com/sh/mqsrhyf87cax93u/AAA1wIG2c\\_HH-BtauyLA\\_KYka?dl=0](https://www.dropbox.com/sh/mqsrhyf87cax93u/AAA1wIG2c_HH-BtauyLA_KYka?dl=0))

- The creative branding of an online store devoted to wellness: color palette, typography, illustrations, logo, web assets
- Responsive web site (in development)
- Mobile app (in development)

[ 3 ] **Hernandez Roofing** (Milwaukee roofing company,

<https://www.dropbox.com/sh/j5z6timnxum6y5o/AAA7Swvq1aeXKmMH0Jkzv7hra?dl=0>)

- I helped them integrate the use of drones into their company brand
- Full branding (color palette, typography, illustrations, logo, web assets) of all projects:
  - branding of the business (including print)
  - branding of the novel use of drones in the roofing industry
  - branding of the customer relationship management (CRM) backend portal
  - branding of the mobile app
- Responsive web site

**Full portfolio:**

<https://www.dropbox.com/sh/2t3ohk76j90e2vb/AADUmrnrf-U-GpbMTSIueGNDa?dl=0>