Eve Hartwell

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WORK EXPERIENCE

Pennsylvania Fabric Discovery Center   September 2022 – March 2023
Communication Design Assistant Co-op   *Philadelphia, PA*
- Led the Interactive Map project to expand the PA FDC's online presence, collaborating with stakeholders to execute final decisions under strict deadlines.
    - o Developed an interactive prototype from scratch with HTML5, CSS, and Javascript, focusing on usability and accessibility for users.
    - o Edited and optimized 1 Figma prototype, +40 wireframes, and 6 pages of web content to ensure design consistency and a seamless user experience.
    - o Utilized Adobe Premiere and Photoshop to edit video and photo content.
    - o Built web content using Sitecore 7.5 CMS, tackling design constraints with stakeholders.
    - o Conducted user testing on web content to gather feedback and improve usability, incorporating insights into design decisions.
    - o Collaborated and presented finalized work to the director for feedback and approval.
- Contributed design efforts to the Soft Systems Design Kit project, scoping and planning a multi-year innovation project for e-textile design and manufacturing.
- Managed projects tasks and deadlines with Asana.
- Designed graphics, prints, and digital material with Adobe Illustrator and InDesign.

Drexel LeBow College of Business   September 2021 – September 2022
Web Design and Advertising Co-op   *Philadelphia, PA*
- Maintained and updated web content on LeBow College of Business and Goodwin College of Professional Studies websites using CMS - Drupal and Sitecore.
- Managed and executed web update requests from all LeBow and Goodwin internal units with project management site, Monday.com.
- Designed, prototyped, and edited wireframes for college redesign project with Figma. Designs included all responsive sizes. Consulted on fonts, photography, and graphics.
- Collaborated with marketing and communications team to complete several projects including:
    - o LeBow brand campaign - worked with internal team and outside agency.
    - o LeBow website redesign project (in-house).
    - o UX and advertising competitor research.
    - o Pennsylvania Conference for Women - event ideation.
- Managed and edited photos and Getty photo boards for brand campaign and web redesign projects.
- Executed requested research in organization for web including: graduate and undergraduate salary research, communications, and marketing photo archive.
- Conducted detailed competitor research and analysis.
- Participated in web build sprints in collaboration with web and development teams, built and edited +100 pages in Drupal for new site.

PROJECTS

Bank UI Redesign   Winter 2024
Web Designer
- Designed and prototyped an intuitive website for a local bank, incorporating UX/UI tactics to enhance site features and create a seamless user experience.

Web Systems Site   **Spring 2020**

Web Developer
- Collaborated with a classmate to develop a personalized video game retail page, utilizing Javascript and PHP to implement an intuitive order system for purchasing games.

EDUCATION

Drexel University   **September, 2024**

Bachelor of Science in Information Systems, Minor in User Experience and Interaction Design   *Philadelphia, PA*
- Dean's List 2022 - 2024
- AJ Drexel Scholarship 2019 - Present
- Design Excellence Award 2019
- Member of Louis Stokes Alliances for Minority Participation, Women in Computing Society, CHI User Experience Club, and Drexel CyberDragons

SKILLS

Languages: HTML, CSS, Javascript, Python, SQL, PHP
Software: Adobe Suite, GitHub, Visual Studio, MS Office, Figma, InVision, Wordpress
Operating Systems: Windows, MacOS
Foreign Language: Japanese