



kerrinmclaughlin

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## Education & Skills

**Bachelor of Arts** in **Interactive Multimedia** with a minor in **Graphic Design**  
**The College of New Jersey** - May 2016, Graduated **Summa Cum Laude**

### **Skills:**

- Human centered research and design methods: prototyping, user interviews + more
- Visual Design: Typography, print, web, wireframing, motion graphics
- Adobe CC: Photoshop, Illustrator, InDesign, After Effects, Premiere
- Programming Experience: HTML5, CSS3/SASS, JavaScript, jQuery, PHP, MySQL

## Experience & Projects

**Freelance Designer**, Lawrenceville, NJ (May 2016 - Present)

***WorldSync***

- Designed mockups for the organization's new mobile platform
- Rapidly translated mockups into responsive HTML/CSS prototypes
- Designed visuals to help explain product to clients in an engaging way

**User Experience Research & Design Intern**, Washington, DC (June 2015 - August 2015)

***Ashoka***

- Visually communicated website redesign's guiding principles by creating a dynamic prototype video
- Improved team knowledge on usability and accessibility in web design with informative infographics
- Made the hiring process easier to understand by mapping out service blueprint of the process
- Improved usability on job applications for candidates through user research and rapid prototyping

**Program Assistant, Web and Mobile Developer**, TCNJ (January 2015 - May 2016)

***Creative State***

- Lead communication between all stakeholders and managed several projects at once
- Founding leader of the Code For Trenton initiative
- Designed and developed various mobile and web applications, creating sitemaps, wireframes, design brief style guides, and user testing plans

**Design Intern**, New York, New York (May 2014-August 2014)

***Serve, Inc***

- Contributed to redesign of new platform through prototyping, wireframes, and mockups
- Increased communication with users through design and development of email newsletter
- Made site onboarding easier for users by creating video tutorials
- Maintained brand identity through creation of graphics and marketing materials

## Honors & Awards

**Winning team member of The Social Innovation Challenge**  
**Challenge Presented by TCNJ Net Impact, April 2015**

**Winning team member of KPCB Build for Good Challenge**  
**HackRU at Rutgers University, April 2015**

**Winning Design of Annual Users' Conference Program Cover Competition**  
**The Virtual Academic Library Environment (VALE), 2014**