# Marc Marius Mueller UX & UI Designer

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#### Skill Set

Interface Design • Personas • User Flows • Design Briefs • Wireframes HTML/CSS/Sass/jQuery Prototyping • Responsive Design

Service Design • Concept Development • Competitive Analysis • Graphic Design • Icon Design • Public Speaking • Usability Testing • Animation

## Professional Experience

#### **UX/UI Designer**

Bulb Inc. - 6/2013 to present

Developed several key components of bulb, an online app where users can publish their work and which is used by several school districts and TED speakers such as Martin Villeneuve.

- Designed a payment system for pro accounts that established initial revenue stream
- Designed entire set of collateral for summer marketing campaign that was used at various trade shows and conferences
- Helped refine processes to optimize communication and performance across a partially remote design team
- Gave several presentations at conferences about the future of education and technology, built on user research and usage insights.
- Coded several frontend prototypes to be shown to investors and content partners to help communicate the product vision

#### Designer

Northcoaster - 11/2008 to present

Developed visual brand material, social media marketing concepts, and audio-visual material for a variety of clients.

- Vinagrio Developed brand concept and assets for a new online retailer
  of premium vinegars, including a variable logo with an extensive color
  palette to match the company's range of flavors. Designed packaging to
  successfully launch the online shop.
- Gutachter Info Redesign of the entire brand for an evaluator network, including new logo, unified stationery, and updated typography guidelines that led to an increase in user engagement throughout the portal.
- Youth Choir Association Lower Saxony-Bremen Produced a short image film documenting a children's musical over the course of several weeks. The clip was used to raise awareness for the value of musical education for children and to request donations for the association's work.
- Journey Education (Germany) Conducted competitive analysis of social media marketing initiatives and compiled a strategy guide that was used to solidify brand presentation across select platforms.

#### **Graphic Designer**

Creative Coast Alliance - 6/2011 to 6/2013

Assisted a business development non-profit in Savannah, GA with the creation of information and marketing material to promote numerous events and initiatives to community members.

- Helped establish an event series where local professionals offered free advice to community members on a monthly basis.
- Helped rebrand a startup pitch event series, increasing awareness and participation from previous years.
- Conducted research and helped with a usability audit for a related event app.

### **Creative Technologist Intern**

McKinney - 6/2012 to 8/2012

Explored innovative internal and external projects that were connected to the McKinney Ten Percent — an internal idea incubator. Conducted viability and market research, developed wireframes, visual language and user experience guides for interactive solutions.

- Team member for the development of two advertising concepts for a product launch for a sports brand, with focus on interactive components.
- Assisted an internal startup project with competitive research and creative briefing.

#### Peer Tutor

## Savannah College of Art and Design - 6/2011 to 6/2013

Developed strategies for asignemnts together with students of the Savannah College of Art and Design from a wide range of different majors. Helped develop ideas for projects and gave advice on production techniques and workflows with design software based on the students capabilities and needs.

- Participated in bi-weekly workshops about learning styles, working with students with special needs, presentation and communication techniques, and interdisciplinary learning.
- Planned and led a workshop about presentation techniques for designers.
- Gave a presentation about the benefits of blogging for the process of thesis writing, a process that was later adopted in several departments.

#### Education

Savannah College of Art and Design (SCAD)

MFA in Graphic Design - 9/2010 to 5/2013

University of Applied Sciences Bremerhaven

BS in Digital Media - 10/2005 to 8/2010

Universidade de Vigo

Erasmus exchange student - 10/2007 to 3/2008

Accomplishments

Finalist in the juried graphic design exhibition SCAD Secession (2013)

Semifinalist in the Adobe Design Achievement Awards (2011) Helped organize Design Ethos conference in Savannah, GA (2012)