

## professional experience

### Designer-in-Residence, 10/18–1/19

*Designation, Chicago*

I applied for this position and was selected from a cohort of 15 designers for my leadership and design skills. I serve as a mentor, project manager, scrum master, and associate creative director for a cohort of UX and UI designers. I assist creative directors with curriculum development, workshops, design critiques, and feedback sessions.

### UX Designer, 4/18–10/18

*Designation, Chicago*

In an intensive UX design program, I utilized empathy, leadership, and UX/UI methods to develop research-backed solutions for real client projects. I collaborated with a team of designers to craft and present solutions to stakeholders. I conducted domain research, user and SME interviews, synthesized data, rapidly prototyped, and tested concepts, which lead to inform design recommendations. My clients included:

**Via the Village** is a start-up that connects families and nannies with childcare networking opportunities. I worked with a team of UX designers to redesign the messaging, search, and dashboard pages. I used user insights and research findings to create a feasible roadmap of improvements that would cut out feature bloat and introduce premium features to the platform.

**Design Museum of Chicago** is a non-profit cultural institution whose purpose is to make design accessible to people from diverse backgrounds. I collaborated with a team of UX designers to create a digital product to increase engagement from underserved populations. We created an inclusive platform for under-represented artists to meaningfully connect with the museum.

### Allied Healthcare Insurance Underwriter, 6/16–3/18

*CNA Insurance, Chicago*

I expanded new business opportunities across three territories by conducting extensive market research on a variety of businesses in the healthcare industry, synthesizing risk data against profitability, and projecting industry trends. I collaborated with stakeholders (up to the CEO level), to pitch high-profit solutions to CNA leadership.

### Retail Sales Associate, 11/15–5/16

*Nordstrom, Cleveland*

I ensured quality customer experiences in the children's apparel/shoe department. I led shoe tying workshops, managed all single and loss shoe match inventory, and decreased the percentage of single and lost shoes by 86% in a 3-month period.

### English Instructor, 7/14–7/15

*Center for Teaching & Learning in China, Shenzhen*

As a TEFL-certified English Instructor at Longgang Henggang Middle School, the largest school district in Shenzhen, I taught over 1300+ seventh and eighth grade students in 24 weekly classes of 50-60 students.

## other experience

### Experiential Marketing Intern, 8/13–12/13

*Ignition Inc., Atlanta*

I contributed to the planning and activation of the Coca Cola FIFA World Cup tour. I recruited and interviewed talent for YP, Nike, and Coke events. I monitored social media impressions during events, enforced brand guidelines, and ensured positive customer experiences.

### Account Management Intern, 6/13–8/13

*Ogilvy & Mather, New York*

I worked with stakeholders across North and South America, and Asia Pacific countries on the DuPont global account. I conducted research for competitive and industry audits. I analyzed past campaigns and coordinated art buying. I gave recommendations for UX/IA and digital strategies based on user insights. I also worked on a team of 6 interns to create a digital campaign targeting college students for NASCAR.

### CLS Alumni Ambassador, 7/12–7/13

*US Department of State, Nationwide*

I was chosen as alumni ambassador from 500+ participants in the 2012 Critical Language Scholarship Program. I advocated for diversity and inclusion through CLS online media, newsletters, and forums. I organized and executed multiple events, mentoring opportunities, and speaking engagements to encourage applications from historically Black colleges.

### Intern, 12/12–5/13

*Lillie Mae Public Relations, Atlanta*

I helped with entertainment event planning and execution for listening parties, PR workshops, and concerts. I created press releases for designated media outlets.

### Journalist, 2/12–5/14

*TBA Magazine, Atlanta*

I worked with a team of writers, designers, editors, photographers to create a unique monthly magazine.

### Founder, 10/12–05/13

*Spelman Student Leadership Program, Atlanta*

I created and executed the first peer-led leadership course at my college. I facilitated cooperative dialogue on leadership behaviors between vice presidents of Spelman College, administration, and students in a semester-long program.

## info

### marjani.design

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## tools

Axure

Sketch

InVision

Marvel

Keynote

Salesforce

Google Docs

Excel

OptimalSort

Airtable

Webflow

Trello

## skills

UX strategy

Research

Interviewing

Data Synthesis

Concepting

Storyboarding

Journey mapping

Affinity mapping

User Personas

Language

普通话, Chinese, Intermediate

Task Flows

Ideation + sketching

Prototyping

Usability testing

Moderating

Customer service

B2B/client service

Project management

Team management

## education

**Spelman College**, May 2014, Atlanta, GA

Honors Program, Magna Cum Laude,

Bachelor of Arts, International Studies

## honors

Women of Excellence in Leadership Series

National Society of Collegiate Scholars

Golden Key International Honour Society

Alpha Lambda Delta

Dean's Scholar

Dean's List

Robert C. Byrd Scholar

National Society of Leadership and Success

Featured art exhibit artist, *Spelman College*