

MARILYN CANNELL

**EXPERIENCED
DIGITAL/UI DESIGNER**

📍 Madison Heights, MI
🌐 marilyncannell.com

ABOUT

I'm an experienced digital and UI designer comfortable pitching new concepts, working directly with clients, and leading teams to success.

EDUCATION

Lawrence Technological University
BFA in Graphic Design - May 2016

Cite International Universitaire
Digital Photography - Summer 2013

SKILLS

Art Direction
Conceptual Design
UI/UX
Agile Methodology
Design System Management
Site Maps, Wireframing, & User Flows
User-Focused Mobile/Web Design
Strong Attention to Detail
Identity & Branding
Photo Retouching
Presentation Decks

Software Proficiencies

Sketch
Adobe Creative Suite
Photoshop
Illustrator
InDesign
After Effects
InVision
Jira

References available upon request.

WORK EXPERIENCE

RIGHTPOINT

Visual Designer II July 2021 - Present

- Concept and design screens for in-vehicle infotainment systems.
- Build and maintain design systems across multiple brands
- Lead team of designers in production of 1000+ screens across multiple vehicle programs
- Work directly with UX and product leads to transform wireframes into a final vehicle ready product
- Maintain brand voice and style across entire in-vehicle experience.
- Collaborate closely with software engineers to ensure that products are being implemented to spec and to find ways to push the limits of existing technologies
- Revise designs based on continued user testing and feedback
- Organize and document learnings and best practices

Visual Designer March 2020 - June 2021

MERKLE (FORMERLY HELLOWORLD)

Senior Designer October 2019 - February 2020

- Became design lead on Samsung Elite app that delivered daily training content to mobile sales reps
- Maintained direct client relationships
- Pitched new creative concepts and facilitated feedback with entire team
- Directed, trained and reviewed work of junior level team members
- Explored and tested the relationship of layout design with consumer knowledge retention

Designer September 2017 - October 2019

- Chosen design lead on Samsung Pay, Galaxy Store, Health and Rewards
- Collaborated daily with producers/leader to assess priorities and maintain workload of 10+ projects
- Produced digital designs from concept to execution:
 - In-app digital promos for Samsung device launches, device sales, partnership promos, etc
 - Mobile/Web/Email Design
 - Sweepstakes/Loyalty specific design
 - Cross-channel marketing

LAWRENCE TECHNOLOGICAL UNIVERSITY

Guest Lecturer - Winter 2019

- Lectured on emerging technology in the creative field
- Facilitated and ran a workshop on wireframing and prototyping
- Guided students through a group project of prototyping a mobile app

REVERIE

Junior Graphic Designer May 2016 - September 2017

Graphic Design Intern April 2015 - May 2016