

CHERYL N. STEVENS

/ UX / BRAND MARKETING / CORPORATE COMMUNICATIONS / PRINT / DIGITAL /

samplewebsite.com/ux

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Industrious professional with 10+ years of design experience, I am seeking opportunities to incorporate my knowledge of human-centered design in the creation of intuitive user experiences.

Skills

PROJECTS

User Personas	Prototypes	HTML email
Journey Maps	Process Flows	Social Media
Wireframes	User Testing	Presentations
Mobile Design	Identity Systems	Print Collateral

PROGRAMS

Sketch	HTML	InDesign
Figma	CSS	Google Suite
XD	Photoshop	Microsoft Office
Axure	Illustrator	

Experience

FREELANCE CONSULTANT: Los Angeles, CA 2015 - Present

Designer

- Create digital and print visual communication assets for branded experiences.

U.S. STATE DEPARTMENT, IT: United States 2021 - 2022

User Experience Intern

- Collaborated with the Design Lab to create user persona's and customer journey's for the new hire onboarding processes.
- Researched content and contributed updated visuals for presentation and HTML email series on human-centered design.

CENTENE, Healthcare: Woodland Hills, CA 2019, 2020 (seasonal)

Designer

- Collaborated with Creative Services and marketing management to update Centene's subsidiaries member and provider materials.
- Prepped and released assets for on-line and off-line reproduction that adhered to Medicare, Medi-Cal and HIPAA regulations

CENTRE FOR NEURO SKILLS, Healthcare: Encino, CA 2017 - 2018

Designer

- Developed visual materials for brand relaunch across print and digital platforms.
- Designed website and identity system for non-profit research foundation.
- Conducted visual competitive analysis research, contributing to brand proposal.

Education

UCSD, San Diego, CA

UX Design

Certificate Candidate

Coursework in UX Research, User Testing, Prototyping

UCLA, Los Angeles, CA

Marketing

Certificate

Coursework in Social Media, Digital Analytics, User Experience

Art Center College of Design, Pasadena, CA

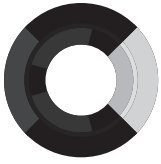
Graphic Design

Bachelor of Fine Arts with Honors

Wellesley College, Wellesley, MA

Anthropology

Bachelor of Arts



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Experience

THE FUTUR, Continuing Education: Santa Monica, CA 2016 - 2017

Designer, Community Manager

- Conducted user research and digital analysis, contributing to marketing strategies.
- Designed and published responsive website, supporting lean startup's minimum viable product.
- Forged social media posts, video graphics, landing pages, HTML emails, and website content for target audiences.
- Performed multi-camera live edits for social media channels, creating visual stories in real time.

INFINEON, Engineering (acquired IR): El Segundo, CA 2015

Designer, Creative Services Manager

- Executed production request for digital assets and print collateral.

INTERNATIONAL RECTIFIER, Engineering: El Segundo, CA 2009 - 2014

Designer, Creative Services Manager

- Directed the creation, deployment, and maintenance of IRs brand throughout internal and external communications material, overseeing freelance and agency design work, to ensure files were setup accurately and expertly.
- Led day to day production of design projects for the Creative Services Department, scheduling projects and reporting progress in a weekly status meeting with department heads.
- Teamed up with graphics contractor to design technical PowerPoint presentation for tradeshow and investor presentations, clearly communicating complex data in an approachable format.
- Sourced or created images for company website, developing an on-line approval process for over 200 on-line pictures.
- Led animated gif web banners visual development, representing product lines' diversified end applications.
- Planned, art directed and executed product, personnel, and event photo shoots.
- Generated specialized selection guides and factsheets, meeting unique business unit product marketing demands.

Hobbies

Yoga

Cycling

Swimming

Running

References

Sarah Twose
Acting Director, IRM
U.S. Department of State
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Elizabeth Lenthall
Supervisor, Creative Services
Health Net
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Chris Do
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