

## Contact

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[victormarcial.com](http://victormarcial.com)

## Tools

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Adobe XD

WordPress

Core Publisher

Shoutem App Builder

Google Ad Manager

## Skills

Time Management

Branding

Fast Learner

UI/UX Design

Typography

Interactive Design

Print Media

Web Design

Basic HTML/CSS

Prototyping & Mockups

User Journey Mapping

Customer Journey Experience

## Education

### UX Designer Nano Degree

Oct. 2020 – Present

Udacity Online Course

### BFA Visual Communication Design

Aug. 2015 – May 2019

University of Hartford

## Awards

### The William Wondriska Visual Communication Design Award

For Leadership and Contribution,  
Spring 2019

## Work Experience

### New England Public Media

*Digital Asset Specialist, June 2020 – Present*

- Create and distribute print and digital marketing materials that follow the brand guideline.
- Led production, video editing, and animation content for web platforms and social media platforms.
- Maintain company's web platforms by creating marketing promotions, updating web pages, managing sponsor spots, and updating existing podcast pages with new posts.
- Maintaining mobile app built on the Shoutem App Platform and communicating with the Development team (Android/iOS) to ensure the app meets industry standards.
- Rebranded app to match new brand guidelines and assessed the current state of the mobile app in order to bring new concepts to our audience group.

### New England Public Radio

*Digital and Creative Marketing Manager, Jan. 2020 – June 2020*

- Worked on creating printed and web material for marketing and fundraising collateral.
- Projects included but not limited to: ads, signage, digital banners, event material, annual reports, and social media assets.
- Maintained web and mobile platforms, to meet marketing needs and brand guidelines.
- Developed and concepted marketing advertisements, fundraising materials, event packages, social media kits, and email assets.
- Collaborated with printers on event material which included: signage, brochures, program booklets and menus.
- Collaborated with NEPR's Sponsor team to upload sponsor contracts to Google Ad Manager and maintain corporate sponsor list.

### Media Boom

*Junior Interactive Designer, Sept. 2019 – Nov. 2019*

- Collaborated with the creative team on creating online visual design, including visual concept, typography, and icon design for the web and other interactive platforms.
- Worked on interactive processes and information architectures.
- Utilized background knowledge of HTML to work on blogs in WordPress.
- Multi-tasked on multiple projects simultaneously in a fast paced environment, prioritizing projects to meet deadlines.

### Connecticut Children's

*Freelance Designer, Feb. 2019 – Nov. 2019*

- Collaborated with another freelance designer and created a 100+ page binder booklet.
- While working on this book the following skills were used: hierarchy, strong typography, print formatting, design layout and communicated with a printing service.

### Alexander Isley Designers Inc.

*Design Intern, July 2018 – Aug. 2018*

- Worked on mockups, social media posts, printed materials, digital materials, and photography.
- Projects included but not limited to: Book Design, Advertising, Environments and Exhibits, and Signage.
- Collaborated with other Interns, Designers, and the Art director to ensure deadlines were successful in a fast pace environment.

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## Course Experience

### **Udacity Online Course**

*Ux Design, October 2020 - Present*

A course that takes you through the fundamental skills that all UX Designers use, including the 10 Heuristic Evaluation, Quantitative and Qualitative research, and the design psychology behind designing for humans. Other topics throughout the course included User Reach, Usability Studies, Wireframes, Converting sketches into low fidelity using Figma, and then into a high-fidelity interactive design.

### **Hartford Art School, University of Hartford**

*DES 450 Senior Project, Spring Semester 2019*

Included self-research, project planning, creating a creative brief, and took charge of design direction. Core structures that were used throughout the project: self-branding, time management, storyboarding, user research, user experience journey, wireframing, screen design, and prototyping.

**Project:** [Guardian Customs](#)

### **Hartford Art School, University of Hartford**

*UX Customer Journey Experience Workshop, Spring Semester 2019*

A workshop that was taught by the Director of User Experience Design from Travelers Insurance. The workshop focused on understanding a customer's journey and the experience that the customer had. Students were paired into groups to creatively discuss how this customer's experience was and what their journey looked like. Students also were in charge of creating a persona development as well.

Workshop materials that were learned can be seen on portfolio website.

**Project:** [Customer Journey Experience](#)