

MARK PRAGIDES

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SUMMARY

The greatest takeaway I've acquired through my studies in UX design is my understanding of design principles, my creative vision, and an understanding of how to appeal to others through images and words. I am an artist and storyteller at heart, and it is these skills that have served me well in explaining my creative process and detailing the significance of my designs.

My approach as a UX designer is to combine my skills as a storyteller with my natural empathy in order to deliver quality design solutions that truly resonates with the needs of the user and business. To that end, I am able to extrapolate key insights through user research. With these creative skills at my disposal, I make it my responsibility as a UX designer to communicate all that the user wants and nothing that they don't.

EXPERIENCE

July 2018 - Current

Blocklight · UI/UX Designer

I oversee all of the company's design needs. My responsibilities include building the design of the business's website, our e-commerce analytics platform, and business marketplace. I handle all design responsibilities, from creating wireframes, prototypes, heuristics testing, and generating the overall look and feel of the business.

Apr. 2018 - June 2018

Advanced Technology Services, Inc. · Graphic Designer

As a part of the marketing team, I handled the design for business slicks, folders, PowerPoints, banners, and other marketing materials. I also created presentation videos with my video editing skills. I have also designed the department's website and assisted in building their social media marketing plan.

Sept. 2017 - Dec. 2017

General Assembly · UX Designer

Studied the ins and outs of user experience design, immersing myself in the whole process, from conducting user research to producing high-fidelity deliverables. Created six projects that represents the UX skills (researching, synthesizing, concept testing, user testing, prototyping) that were acquired over the course of this program.

June 2015 - Aug. 2015

Karyn's Raw · Graphic Designer

Designed a variety of advertising assets, from flyers, table-toppers, and packagings, while making adjustments in visual composition and content strategy in response to customer feedback. Also created animations at the request of the owner for their Youtube page.

PROJECTS

Nov. 2017 - Dec. 2017

The Founding Moms

The client requested a design solution to increase membership for their business, Founding Moms. Our team conducted user research, synthesized our findings, and executed a design studio to develop our final solution: provide a library of new business offerings, and restructure the website interface to circulate the Founding Moms community. The client was very receptive to our ideas, and plans to implement our solution in the near future.

Nov. 2017 - Nov. 2017

Graham Cracker Comics

Offered a service design solution for the Graham Crackers Comics business. Conducted research of the business via user interviews at the store, synthesized our findings, and ideated our design solution: a series of events the business can offer to deepen the user's initial interest. I created an experience map, and drew storyboards to visualize the user journey of the customer and increased consumer interest.

Oct. 2017 - Oct. 2017

The Moxy Hotel

Redesigned the guest experience at the Moxy Hotel to target millennials. Performed research at a number of hotels, synthesized my findings, and came to two design solutions: a hotel room specifically for young business travelers, and a service that lets guests connect with the local restaurants and events. The final deliverables were high-fidelity screens of my concepts, with my storyboards outlining the hotel guest's experience.

Sept. 2017 - Oct. 2017

The Museum of Contemporary Art

The goal was to redesign the e-commerce website to attract more customers. I conducted user research and interviews at the store, and synthesized my findings to determine insights that would lead my design. My designs focused on replicating the quality of the real store, and the final deliverables were high-fidelity mockups and a prototype.

SKILLS

UX Design

Visual Design

Graphic Design

Web Design

Brand Design

Wireframing

Prototyping

Information Architecture

Animation

Illustration

User Research

User Testing

Storyboarding

Affinity Mapping

Synthesis

Writing

TOOLKIT

Sketch

InVision

Marvel

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Autodesk Maya

HTML/CSS

EDUCATION

2017 **General Assembly**
User Experience Design
Immersive

2016 **DePaul University**
B.A. Animation
Magna Cum Laude