


# ISABELLE HARWOOD

## EXPERIENCE DESIGNER

 (804) 615-9113

 harwoodid@gmail.com

 harwoodid.com

### EDUCATION

#### M.S. IN BUSINESS, EXPERIENCE DESIGN

2020-2022

VIRGINIA COMMONWEALTH  
UNIVERSITY BRANDCENTER

#### B.F.A. IN INTERACTIVE DESIGN & GAME DEVELOPMENT

2011-2015

SAVANNAH COLLEGE OF  
ART & DESIGN

### SKILLS

Branding & Advertising  
Project Management  
UX/UI Design  
Design Thinking  
Product Strategy  
Art Direction  
Product Design  
Storyboarding  
Digital Prototyping

### TOOLKIT

Adobe CC  
Figma  
Notion  
Autodesk Maya  
ZBrush  
Unreal Engine  
Final Cut Pro

### INTERESTS



Immersive  
Deck Design



The Perfect  
Red Velvet



Stationery  
Supplies



Learning  
German

### EXPERIENCE

#### FREELANCE DESIGNER – JUN 2016 - PRESENT

BS MEDIA LLC – REMOTE

- Managed projects spanning across industries including gaming and apparel.
- Developed branding guidelines that became the brand's standard.
- Tested various design solutions to increase engagement and decrease user friction.
- Successfully delivered projects on time and within budget.
- Developed user interaction mechanics and drafted corresponding documentation to streamline team application.
- Produced developer ready wireframes and high-fidelity prototype iterations based upon consumer feedback.
- Created and delivered high resolution digital illustrations based upon client briefs with a 100% approval rating.

#### UX DESIGNER – SEP 2021 – DEC 2021

"NOURISH" INDEPENDENT STUDY – RICHMOND, VA

- Conducted market research and consumer interviews, creating user personas and user journeys to understand user needs and pain points
- Utilized design thinking methodologies to improve user experience, define product direction, and outline product priorities based upon consumer feedback.
- Developed a visual brand identity system and accompanying usage documentation to streamline the production process.
- Created wireframes, prototypes, and high-fidelity mockups to effectively communicate design solutions.

#### GRAPHIC DESIGNER – JUN 2016 – JUN 2017

THE AWARDS AND FRAME SHOP – COLONIAL HEIGHTS, VA

- Collaborated with clients to establish project needs, advised possible design solutions, and cross-sold the best available products to increase company profits.
- Created concept art, design iterations, and final digital graphics based upon client briefs.
- Assisted with website and social media development and maintenance to increase usability.

#### ART DIRECTOR – JUN 2015 – OCT 2015

DOX STUDIOS – REMOTE

- Consulted with client to determine project goals and art direction.
- Developed visual design system documentation to be used by the art team.
- Oversaw a team of 5 designers to ensure content created adhered to the design guidelines and their production schedule.
- Managed asset sourcing and production from start to finish, on time and within budget.