

# ISABELLE HARWOOD

## EXPERIENCE DESIGNER

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 harwoodid@gmail.com

 isabellebooth.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 – RICHMOND, VA

- Researched the art roleplay game genre and strategized a product direction to fill the void in the current offerings.
- Built and maintained a project timeline and prioritized production backlog.
- Developed game mechanics and drafted corresponding documentation.
- Produced developer ready wireframes and high fidelity prototype iterations based upon consumer feedback.
- Created high resolution digital illustrations based upon client briefs.

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

“NOURISH” INDEPENDENT STUDY – RICHMOND, VA

- Conducted market research and consumer interviews, creating user personas and user journeys.
- Conceptualized innovative ways to improve user experience, defined product direction, and outlined feature priorities based upon consumer feedback.
- Developed a visual brand identity system as well as accompanying usage documentation.
- Produced userflows, wireframes, and high fidelity prototypes.

#### 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 recommended the best available products.
- Created concept art, design iterations, and final digital graphics based upon client briefs.
- Assisted with website and social media development and maintenance.

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

DOX STUDIOS – REMOTE

- Consulted with client to determine project goals and art direction.
- Produced documentation (“Art Bible”) of visual design system for the art team.
- Managed the art team according to production schedule and ensured content created adhered to the design guidelines.
- Created character concept art based upon client’s specifications.