

Geovani Culloton

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SUMMARY

B.S. User Experience (UX) graduate from Milwaukee School of Engineering with field experience, with both team and individual based project experiences. Developed leadership skills through projects and community service involvement on and off campus. Skills in Adobe InDesign, Data analysis, Figma, Storytelling and UX Research Methods.

EDUCATION

B.S. User Experience | Psychology Minor | Milwaukee School of Engineering | GPA: 3.0 | Graduated 2023
M.A. Project Management | Purdue Global | Expected Graduation 2025

WORK EXPERIENCE

Brand Identity Designer | Cactus Club | Milwaukee, WI | July 2023 – Current

Project Objective: Create a brand identity and marketing plan for a once-a-month performance event to attract a desired audience.

- Worked with performing group of artists to understand brand and event feel.
- Communicated with music venue to meet marketing standards for website promotion.
- Gathered visual content for physical/digital flyers and social media advertising.
- Reiterated designs based on feedback from event goers and performers.
- Created template designs in Adobe InDesign to maintain brand integrity and cohesiveness.

Marketing Designer | Sole Salvation | Milwaukee, WI | July 2020 – August 2023

Project Objective: Create physical marketing materials to increase customer engagement.

- Designed digital and physical advertising, gift cards, business cards and coupons.
- Worked closely and interviewed the store owner to establish a brand and style guide.
- Reiterated numerous designs based on customer and owner feedback.

TECHNICAL SKILLS

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| • Adobe Suite | • Google Docs | • Stakeholder Interviewing |
| • A/B Testing | • HTML | • Storyboarding |
| • CSS | • Prototyping | • Survey Design |
| • Content Strategy | • Information Architecture | • Usability Testing |
| • Data Analysis/
Visualization | • JavaScript | • Universal Design |
| • Design Thinking | • Mad Cap Flare | • VR Design |
| • Figma | • Microsoft Office Suite | • Wireframes |
| | • Style Guides | • Wix |