

Marjana D. Erceg

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WORK HISTORY

User Experience Consultant – Strategy, Research and Design

Independent Consultant • Chicago, IL - (5/2007 – Present)

- **“It is not the customers job to know what they want”** – Henry Ford
- Consult and work with client interdisciplinary teams to learn business goals, conduct research, prototype, develop design and oversee product launch
- Per needed bases, lead team of 3rd party vendors consisting of programmers, photographers and digital designers and oversee product management.
- Assure client brand alignment across marketing channels
- Manage project budgets
- Consult on plan for measuring project ROI

Adjunct Instructor

Westwood College, School of Art and Design (Loop campus) • Chicago, IL - (8/2007 – 7/2015)

- Lead multiple inter-disciplinary student teams to solve real world problems by teaching user centered research methods, design and innovation technologies.
Skills taught:
 - Research and concept generation techniques; prototyping (low-fidelity to high fidelity)
 - Critical thinking and project cycle.
- Classes: **Human Computer Interaction**, **Advertising** Concepts, **Print** Production, **Digital User Experience Development**
- Partner with advertising agencies in providing students with the opportunities to work on live projects
- Curator committee for annual student portfolio showcase
- Acted as liaison between academic departments and design students

Senior UX and Print Designer

Gannett Advertising Group • Chicago, IL - (10/2002 – 7/2008)

- Designed visual brand for Gannett’s new division (franchisexpress.com)
- Created design solutions for print and web media for external customers based on strategies in relation to clients’ business needs. Selected clients include: **All State**, **Subway**, **Curves**, **Verizon**, **UPS**, **Cost Cutters**, **Benningans**, and **Fruit Flowers**.
- Oversaw clients’ brand compliance; evaluated hires and managed vendors; arranged and art-directed internal photo shoots; maintained electronic design library.
- Created manuals for cross-departmental training on clients’ design and brand guidelines.
- Executed web projects from concept design to complete website; full project cycle.
- Attended advertising and technology conferences and events

Art Director – Print & Digital

MMG Direct Marketing – Membrus Group • Dallas, TX - (7/2000 – 10/2002)

- Led in-house creative service team of three designers and two programmers, hired and managed freelance designers, photographers, copywriters per needed bases
- Managed all aspects of the project life-cycle including project planning, research planning, product launch, vendor management, and scope management

- Communicated marketing requirements back to the in-house to insure alignment with client's marketing campaign and brand.
- Attended and directed photo shoots
- Investigated and evaluated new tools, techniques, trends and competitive products to maintain current market and technology demands.
- Developed web user interface standards, including graphic and front-end coding (HTML, CSS)

Lecturer

University of North Texas, School of Visual Arts • Denton, TX - (08/1999 – 09/2000)

- Taught Communication Design course that covered color theory, page layout and branding
- Demonstrated software used in print and web industry.
- Evaluated students creative projects based on creativity and technical skills
- Contributed to the departmental school board meetings to improve teaching concepts and curriculum.

Digital and Print Designer

United Advertising Publications • Dallas, TX - (04/1999 – 07/2000)

- Part of 10 people team that was responsible for conceptualization, design and development of motion graphics, user interface, photography, video editing and 3D modeling used for Computer Based Training modules to support management and sales team
- Responsible for weekly interdepartmental briefs on current projects.
- Contributed to daily graphics updates on the company's web page www.forrent.com

EDUCATION

Master of Science - Computer Graphic and Animation • March 2007

DePaul University • Chicago, IL

Bachelor of Fine Art – Communication Design • May 1999

University of Texas at Arlington • Arlington, TX

VOLUNTEER EXPERIENCE & CAUSES

Volunteer - Syrian refugee camp

Belgrade, Serbia- (8/2015 – May 2016)

Volunteer at the Syrian Refugee Camp in Belgrade, Serbia. Helped set up Children's Activity Center

Mentor – Alumni Sharing Knowledge

DePaul University • Chicago, IL - (7/2009 – Present)

- Mentor recent graduates on career path in UX, Digital Marketing and Education

TECHNICAL SKILLS

- Adobe Creative Suite, Microsoft Office, HTML5, Css, Sass, Java Script
- Selected prototype and Project Management tools: Basecamp, Framer, Axure, Balsamiq,

ASSOCIATIONS

- IxDA (Chicago and Europe Chapter), DePaul Alumni, Siggraph Illinois Chapter, Computer Professionals for Social Responsibility, Chicago Artists Coalition