

EDIE TERRELL

PRODUCT DESIGNER

CONTACT

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College Station, TX

EDUCATION

Texas A&M University

College Station, TX

B.S. Visualization

May 2020

SKILLS & TOOLS

Figma

Sketch

Adobe XD

Marvel

Zeplin

Miro

HTML/CSS

Adobe Creative Suite

Branding

User Testing

Web Design

Mobile Design

Wireframing

Design Think

Journey Mapping

Marketing

UX Research

EXPERIENCE

Nokia Interaction Design Intern

January 2020 - Present / Austin, TX

- Defining and researching new products and features in the space of IoT and 5G services for the automotive industry in consideration to autonomous vehicles through interviews, journey maps, and collaboration with subject matter experts.
- Designing an interactive high fidelity prototype and iterating through wireframes and usability test in a design sprint environment.

Visualization Industry Fair Branding & Marketing Chair

August 2020 - Present / College Station, TX

- Produced and scheduled all graphics and marketing collateral for the Visualization career fair 2021.
- Lead and created all marketing campaigns, graphics, branding, Insta/Facebook/ LinkedIn posts, and logo design.

Aggieland Outfitters Creative Assistant

August 2019 - Present / College Station, TX

- Conceptualizing and executing a cohesive vision for collateral and marketing campaigns through magazine ads, pass-outs, banners, business cards, digital media, and creation and execution of email UI.
- Enhanced brand guide.
- Delivered over 200 designs, with 97% approval rate.
- Successfully managed communication between 4 different teams collaborating with CFO, ensuring timely project completion.

Breakaway Ministries Graphic Designer

January 2019 - Present / College Station, TX

- Collaborated with the Creative Director, videographers, and photographers to create weekly content.
- Produced digital media graphics for various media platforms and promotional advertisements for ministry events.

Aggieland Outfitters Graphic Designer Intern

August 2018 - April 2019 / College Station, TX

- Created over 50 T-shirt Designs, multiple were then printed and sold in store.
- Output collateral including ads, miscellaneous graphics, and email UI.
- Aiding in maintaining the AO web-page.