



Marlena Schreckengost

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Marlena-s.com

Experience

Sept 2020 — Present

The Home Depot

Visual Designer

Work with the Content and Communication Teams to deliver useful, honest, on-brand, aesthetically appealing responsive web designs for national pages, graphics, banners, forms and email designs. I validate these innovative visual concepts through User Research. I collaborate with Product Managers, Content Strategists, Copy Writers, SEO and Engineering to ensure the visual designs are built efficiently, functionally and deliver an impactful message that mutually benefit the customer and business.

Mar 2016 — Sept 2020

TechShed (Owned by The Home Depot)

Product Design

Spearheaded the design of a powerful new design system for The Home Depot/Home Services which followed The Home Depot's visual brand guidelines, but targeted the Do-It-For-Me audience opposed to The Home Depot's Do-It-Yourself audience. Worked with a cross-functional team to solve interesting problems in creative new ways. Our biggest achievement was the creation of a new national page template that accommodates hundreds of Home Service programs, as well as Pro Referral. We followed an agile design process, delivering product quickly based on user research. We replatformed our pages using the intuitive, modular platform, Contentful, to make content updates fast and simple. Kept abreast of competitor products and industry trends by conducting usability studies and presented results to stakeholders and fellow team members.

Aug 2013 — Mar 2016

Elite Bay Area Termite Control

Web Master and Visual Designer

Created a memorable and recognizable brand identity, built and maintained the company website. Designed public signage, vehicle fleet wraps and all marketing collateral.

Feb 2011 — Mar 2016

Marlena Schreckengost Visual Design

Design Principal

UI/UX/Visual designer who created custom websites, business identities, marketing material and business collateral. Conducted user-testing and created style guides, concept models, sitemaps, process flows, sketches and wireframes according to client's detailed specifications.

Education

Bachelors of Fine Art — Web Design & New Media

Academy of Art University

Associates of Science — Business & Economics

Cabrillo College

Skills

UX	UI	Visual Design	User Research	Design Systems
Logo Design	Prototyping	User Personas	Web Page Template Design	Email Template Design
Figma	Axure	Sketch	Illustrator	Photoshop
Pivotal	Jira	Miro	Zeplin	Contentful