

# Mykol Branch

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Portfolio: [myksdesigns.com](http://myksdesigns.com)

## SUMMARY

I am Mykol Branch, a designer based in Charlotte, NC. My design approach emphasizes research, testing, and collaboration to meet business goals and user needs. I am a dynamic team player with well-developed written and verbal communication skills.

## EDUCATION

Business Administration – Marketing, North Carolina Central University

## WORK EXPERIENCE

### Freelance Designer June 2022 - Present

- Conceptualized new designs for companies such as Cisco technologies, Cam Newton Foundation, Durham county commissioner, and Wilmington Timberkraft log homes, LLC.
- Designing, building, and maintaining marketing email creative using data-driven responsive templates.
- Bring concepts to life through design, typography and illustration using adobe software.
- Effectively communicate conceptual ideas and detailed design rationale both verbally and visually.

### Blue Acorn - Raleigh, NC

#### Contract UX/UI Designer May 2021 - May 2022

- Enriched user experience and interaction by creatively developing new design concepts, graphics, and layouts.
- Liaised with the development team of 10 members to design digital products upholding the best UX/UI design practices.
- Steered wireframe design by utilizing Figma for more than 200 wireframes elements and layouts.
- Developed UI/UX strategies that include wireframes and mockups and for small and medium-sized enterprises.
- Providing expertise on industry standards, best practices, and proper coding techniques to achieve correct rendering.

### AOC Festival - Durham, NC

#### Contract Designer June 2020 - September 2020

- Collected and analyzed customer demographics, preferences, and needs to identify scope of projects.
- Creating landing pages using WordPress CMS.
- Designing branded digital and physical experiences, templates, and assets
- Developed branded designs such as stage banners, media passes flyers, and retractable banners for a festival of over 25,000 attendees.

### Casa Non-Profit - Sneads Ferry, NC

#### Lead Designer January 2020 - April 2020

- Developed graphics for product illustrations, logos, apparel and websites
- Created newsletters, mails, and other forms of correspondences

### NCCU Admissions - Durham, NC

#### Lead Designer January 2019 - December 2019

- Design and develop social content in conjunction with the Marketing and team.
- Collected quantitative and qualitative data from marketing campaigns.

## SKILLS & INTEREST

- Adobe Software Projects (Photoshop, Illustrator, InDesign, Sketch)
- Sketch
- FIGMA
- Html, Javascript
- Design & Prototyping

## PROJECTS

- MODO Technology Hackathon
- Thurgood Marshall Hackathon
- Redhat Hackathon