

JOSHUA MOLLISON

UX Designer

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EDUCATION

University of Michigan, May 2022
School of Information
Ann Arbor, MI

Bachelor of Science in Information,
User Experience Design

ABOUT ME

Insatiable **work ethic**,
luminous mind,
grounded by **culture**.

SKILLS

Design

- Figma
- Photoshop
- Illustrator
- Invision
- Balsamiq

Interpersonal

- Proactive
- Tenacious
- Communicative
- Detail-oriented
- Problem solver

UX/UI Design Principles

- Storytelling
- Hueristic Evaluation
- Human-centered design
- Wireframing
- Personas & scenarios
- Competitive analysis
- User flows
- Prototyping

RECOGNITION

Martin Luther King Jr. Spirit Award Jan. 2022

University Honors 2019 - 2022

Becoming: Nov. 2021

Michelle Obama in Conversation

Represented the University of Michigan as one of fourteen students selected nationwide to attend an in-person conversation to discuss themes from Mrs. Obama's memoir, *Becoming*.

DESIGN EXPERIENCE

Disney Streaming | Marketing Design Intern

New York, NY | Jun. 2022 - Present

- Applied my UX Design thinking skillset to drive acquisitions of ESPN+ and Disney+ products
- Brainstormed alongside senior designers to develop social media ad campaigns for Disney+ titles and pioneered a new direction to bring visibility to the ESPN+ soccer offering
- Invented Snapchat and TikTok ad concepts, performed typography exploration, resized key art assets, and characterized scene clips to identify optimal clips to drive conversions

BankBlackUSA | Design Consultant

Ann Arbor, MI | Sep. 2021 - Jul. 2022

- Coordinated UX research and design phases to deliver concepts for an overhauled user experience of BankBlackUSA's interactive Black Banking map feature
- Applied UX research methods to inform design requirements to encourage users to reinvest wealth into the Black community through reimagined aesthetic design and functionality capabilities

Moxytech | Digital Marketing Intern

Ann Arbor, MI | Jul. 2021 - Aug. 2021

- Spearheaded GeoPain brand marketing efforts by launching and maintaining an Instagram presence to increase subscriptions; increased impressions by 1,855%, established a conversion rate of 891%, and increased downloads 1,506%
- Translated the mission of GeoPain into visual elements by creating 22 minimalistic Instagram posts and carousels
- Co-directed the market positioning of the GeoPain brand

Jay (through) Z - school project

Mar. 2021

- Leveraged core design principles (uniformity and consistency) to design a modular A-Z alphabet poster inspired by my hometown (Brooklyn, NY) and Jay-Z's iconic career

Brand Identity Guide - school project

Apr. 2020

- Developed the brand identity for a local coffee shop by carrying out the design process from researching competitor identities to delivering a complete identity guide consisting of logo designs, color palette, sketches, Lo-Fi & Hi-Fi wireframes and color and design variants

ADVOCACY

Trotter Multicultural Center | Building Manager; Director Search

Committee Student Representative

Ann Arbor, MI | Sept. 2021 - Jul. 2022

- Accommodate building occupants, setup events for student organizations, faculty, and staff events while maintaining the daily functionality of the building
- Championed student needs during candidate interviews as part of a nationwide search for the historic center's inaugural building director

UMSI DEI Committee | Undergraduate Student Representative

Ann Arbor, MI | Feb. 2020 - Jul. 2022

- Audited, refocused, and invented DEI-based initiatives in collaboration with the DEI Committee in order to grow the Black community within the School of Information
- Applied design thinking concepts to attract, sustain, and foster an environment for Black excellency to thrive within the School of Information