

Yvad Coefield

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📍 Vineland, New Jersey

🌐 <https://www.ycdesignx.com/>

Work History

Web and Interactive Director - AIGA Philadelphia

Remote in Philadelphia, PA

April 2023 - Present

- Maintain the chapter's website and oversee engagement
- Balances creativity and analytics in collaboration with the Communications department.
- Ensure that our website is updated with engaging content
- Managed daily operations while overseeing multiple locations to foster increased productivity.
- Champion initiatives and events that support and UX/UI and related filed.

Contract Product Designer - Prufe

Remote in Miami, FL

Mar 2023 - Jun 2023

- Researched new business avenues adding to the companies omni channel marketing plan
- Utilizing AI technology for creative problem solving while creating new UI visuals for the company's wide scale branding and operation systems
- Designed wireframes and social media assets that captured the company's new voice and style.
- Suggested enhancements to product design that would improve user experience.
- Brainstormed with peers and other members of design team to determine enhancements and product features.

Internship UI/UX - Red Vest

Remote in California

Jan 2023 - April 2023

- For an investment app, I designed and implemented intuitive and engaging mobile-first user interfaces, leveraging user research, design thinking
- Used industry best practices to drive user adoption and retention while collaborating closely with cross-functional teams to ensure design consistency and scalability.
- Monitored emerging UX design trends and practices for useful techniques and cutting-edge developments suitable for integration into future projects.

Business & Design lead - Spirit Digital LLC

Vineland, NJ

May 2022 - Present

- Self started collaborative business to optimize flexibility
- Worked alongside others designers and marketers to form multiple multimedia projects for small and local businesses.
- This involved asset creation, omni-channel Marketing, digital and product design.
- Analyzed key aspects of business to evaluate factors driving results and summarized into presentations.
- Conducted interviews with key business users to collect information on business processes and user requirements.

Education

Rutgers University

New Brunswick, NJ

Masters in business and science/Product design
Graduation Dec 2024

Rutgers University

Camden, NJ

Bachelors of design
Graduation May 2020

Skills

- Color theory
- HTML5
- CSS
- Javascript
- Adobe creative Suite
- Adobe After Effects
- Adobe XD
- Autodesk Maya
- Microsoft Word
- Microsoft Powerpoint
- motion graphics
- Digital Photography
- 3D Modeling
- Squarespace
- Wix
- Webflow
- Illustration
- Figma
- sketch
- Zoom
- User research
- Self motivation
- Project management
- Public speaking
- Organizing
- Communication
- Group collaboration
- Advertisement
- Prototyping
- Usability testing
- Micro-interactions

Work History

Creative Director - Black mental health matters

Remote in Texas

May 2020 - Jan 2023

- Directed and supervised team of designers to create award-winning visual media campaigns.
- Created website layout for international non organization.
- Trained newer designers while overseeing and proofing their work
- Attending In an international meeting about the organization's overall direction.
- Lead of the overall branding guidelines, concepts, and visual of the organization raising engagement by 15%.

Design intern - Rutgers VMFA

Camden, NJ

Dec 2019 - May 2020

- Came up with creative concepts for posters, logos, magazines, website, etc for the collages department of art while adhering to tight deadlines
- Attend and facilitate meetings with the college art professors.
- Configured graphics design elements to optimize functionality on desktop and mobile devices.
- Created product, website and infographic illustrations to enhance company brand and promote cohesive marketing strategy.

Graphic Design teaching assistant - Rowan College of South Jersey

Vineland, NJ

Dec 2016 - May 2017

- Supported classroom activities, tutoring, and reviewing work.
- Created lesson plans for over 30 students to advance their knowledge in the field of design.
- Taught basic and advanced design techniques of photoshop and illustrator to a variety of different college students.
- Presented wide range of information to students using hands-on instructional techniques for effective comprehension.