

MARIA ROELOFS-WINSLOW

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EXPERIENCE

Vervint

Senior Designer | 04.2024–Present

Designer | 03.2020–04.2024

Associate Designer | 06.2019–03.2020

- Work with requirements team to understand requirements and how to translate those best for the user.
- Sketch and ideate ideas to brainstorm possible solutions for the business and users' needs.
- Benchmark and research competitor solutions to find best practices to implement.
- Support and lead project management conversations by considering current tasks and future work.
- Design and build screens based off user workflows that creates the best experience for users.
- Work with development teams to create documentation and improve hand off.
- Create prototypes and presentation to tell story to client to take them along the process.
- Supported sales on multiple sales decks by building assets that back content.

PROBLEM—SOLVER

EDUCATION

Bachelor of Science | Graphic Design
Ferris State University

ADDITIONAL EDUCATION

- IDEO U's Leading Complex Projects Course
- AG Collaborative's Speaking with Influence
- Vervint's Human Centered Design Bootcamp
- Vervint's Internal GROW Program

ABOUT

I believe design is about more than making something look pretty. Design is about solving problems. With every project, I begin with design research and understanding. Adding my own perspective to a problem allows me to solve it in my own unique way.

PERSONAL INITIATIVES

As I've grown into my role as a design consultant, I started initiatives to improve certain areas of the company that I felt passionate about:

As a remote worker, it's important to me to find ways to create space for team connection. Since working remote, I've started and facilitate a monthly meeting for my team so we can have non-work related conversations and learn about each other.

I am passionate about elevating visual design and sharing that knowledge with non-designers. I've created a visual design affinity group as well as teaching design basics to my coworkers at company lunch and learns.

CREATIVE—HUMAN

KNOWLEDGE

- User Workflows
- User Research
- Data Synthesizing
- Roadmapping
- Product Design
- Prototyping
- Documentation
- Branding
- Visual Design
- Animation
- Illustration
- Adobe Suite
- Figma
- Sketch
- Zeplin
- Miro

