

# MARIAN GOEPFERT

## UI/UX DESIGNER

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### CAREER OBJECTIVE

I have a unique skill set with a background in graphic design, event planning, and business development and management. Equipped with a solid foundation in visual aesthetics, I am excited to evolve my career into the UX/UI field. Combining my graphic design expertise and newfound passion of UX/UI skills, I am looking to create intuitive, engaging, and user-focused digital experiences. My goal is to go beyond aesthetics and fundamentally improve how people interact with technology. I see this career shift not as a detour, but as an exciting evolution in my journey as a designer.

### EXPERIENCE

- **FREELANCE GRAPHIC DESIGNER** [Marian Goepfert, OhMG Design](#)

Joplin, MO

January 2019 - Present

- Specialized in brand identity development, product label design, flyer design, and website design, delivering visually compelling solutions that effectively conveyed clients' desired messages
  - Collaborated closely with clients to understand their objectives, resulting in graphics and designs that enhanced their overall brand presence and effectively communicated their unique value proposition.
  - Designed and developed contracts and fillable forms tailored to multiple businesses, ensuring legally binding and user-friendly documents
- **UX/UI DESIGNER STUDENT** [Sequency.us](#)

November 2022 - June 2023

- Played a key role in the Sequency.us web design project - redesigned and developed four highly impactful, industry specific product pages tailored to two distinct user personas
  - Conducted extensive user and domain research, including insightful interviews with subject matter experts (SMEs), to inform the development of user personas, journey maps to align the design with user needs
  - Actively participated in cohort - team sessions; created low, mid, and high-fidelity wireframes, produced multiple prototypes by translating research findings into intuitive and user-friendly design solutions
  - Maintained consistent communication with the client, ensuring their requirements exceeded expectations throughout the design process.
  - Assisted with the creation of customer journey maps that capture the entire experience from start to finish.
  - Analyzed customer feedback to inform design decisions and prioritize features for development.
  - Designed user interface elements and templates for web-based applications, including navigation menus, search boxes, buttons, and widgets.
  - Developed user flows, wireframes and interactive prototypes to illustrate design ideas.
  - Created style guides to ensure consistency across platforms, products, services and experiences.

## ■ **FOUNDER - OPERATOR** [SuperGreen TV Parts](#)

*January 2010 - June 2011*

- Co-founded and developed a unique business model, providing cost-effective parts solutions for customers seeking economical repair options for their high-end televisions
- Implemented user-centered design principles, resulting in increased customer satisfaction and improved repair options for TV owners.
- Built and managed an extensive e-commerce website with a vast inventory targeting the niche market of TV repair shops, ensuring seamless browsing and optimized customer experience

## ■ **FOUNDER - OPERATOR** [ArcticLizard Overstock & Surplus Warehouse](#)

*February 2007 - April 2011*

- Co-founded and developed a distinctive business model that revolutionized the buying experience for small online retailers and wholesale secondhand stores
- Utilized Dreamweaver and FrontPage to create and maintain a dynamic and user-friendly website, driving customer engagement and sales.
- Successfully expanded the customer base to over two hundred by 2008 through strategic initiatives utilizing social media and Google Ads

## ■ **FOUNDER - OPERATOR** [Jam'd Packed Surplus](#)

*February 2005 - January 2007*

- Co-founded and operated a secondhand retail store specializing in a wide range of reclaimed merchandise, offering customers a unique and sustainable shopping experience
- Created a welcoming and customer-centric environment, fostering long-lasting relationships and promoting repeat business.
- Curated diverse products obtained from various sources, providing customers with high-quality and eco-friendly alternatives

## EDUCATION

### ■ **CERTIFICATE IN UXUI (INSTRUCTOR LED; 480+ HOURS)**

[Coding Dojo](#) | [Colorado Technical University, USA](#)

*June 2023*

#### **Relevant Coursework**

- Redesign Craigslist.com
- Client: Sequency.us Redesign

### ■ **GENERAL STUDIES**

[Missouri Southern State University](#)

*December 1989*

## SKILLS

- Personal Skills:
- Figma
- Trello
- Adobe Illustrator
- Miro
- Mockups and Prototypes

- Microsoft Office Expertise
- Google Workspace
- Wix
- Creative Thinking
- Leadership
- Solution Oriented
- Problem-solving
- Retail Operations Management
- Retail Space Planning
- Account Management
- Image Manipulation
- Project Management
- Social Media Content Creation
- Team Meetings
- Adobe Creative Suite
- Web Design
- GoDaddy
- Team focused
- Event Planning
- Visual Design
- Project Coordination
- Logo Design
- Sales Expertise
- Marketing Media
- Spreadsheet Tracking
- Web Applications
- Social Media Platforms

## PERSONAL EXPERIENCE

Co-Creator | Drachenmoor Haunted Trail | October 1999-Present

- Collaborated as a co-creator to organize, promote, and actively participate in a highly anticipated yearly two-week-long Halloween Event.
- Successfully managed all aspects of event organization, ensuring smooth operations and optimal visitor experience.
- Leveraged effective promotional strategies, including drachenmoor.com and @drachenmoorjoplin, to attract over 3,000 visitors nightly.
- Established a strong and enduring presence within the community, earning a reputation for delivering a thrilling and memorable Family-friendly Halloween experience.

MoJo Maines Cattery | Owner | June 2011 - Dec 2022

- Founded and operated a successful cattery dedicated to breeding Maine Coon cats that complied with the Cat Fancier Breed Standards.
- Conducted extensive research and received mentorship to ensure adherence to breed standards and provide high-quality breeding practices.
- Appointed by the ACFA (American Cat Fanciers Association) president in 2015 to a special committee tasked with improving the organization's image, increasing membership, and streamlining hierarchy and communications.
- Led a team of six members remotely over a 6-month timeline to develop a comprehensive plan for rebranding the ACFA, utilizing social media and improved communications strategies.
- Coordinated and promoted the successful 2015 Diamond Anniversary Awards banquet and ACFA cat show, attracting over one hundred cats and thirty vendors.
- Achieved significant growth in attendance and revenue, surpassing previous figures of \$2000 and generating over \$10,000.