

Margaret Hogg

Graphic Designer
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Education

BFA in Illustration
Columbia College
Chicago, IL

Experience

February 2017–August 2018
ActiveCampaign
Product Designer

I worked primarily with the mobile development team, leading design on ActiveCampaign's first app for iPhone. I worked closely with the mobile product manager and interviewed ActiveCampaign users to distill and translate their existing complex and powerful web-based CRM software into a format that would be intuitive and easy to use on a mobile phone.

July 2014–November 2016
Shiftgig
UI Designer

I created UI/IX design for Shiftgig's client-facing and internal products on web, iOS, and Android. I helped develop and document the Shiftgig brand and created an illustration style for both marketing and product use. I redesigned web and email layouts and assisted with UX research, marketing design, and front end development.

February 2013–July 2014
Lightology
Web Programmer/Designer

I designed, coded, and managed websites and email campaigns for Lightology and their sister company, PureEdge Lighting. I also created promotional graphics and layouts for lightology.com.

September 2011–February 2013 and Present
Self-Employed
Freelance Designer

I completed projects in web design, print design, apparel design, illustration, and motion graphics for both small clients and international brands, including:

AT&T - Signage and environmental wraps. Apparel designs to be printed on-site at AT&T's The Spot at SXSW. Illustration, storyboards, ideation, and video for training programs and brand activations.

Samsung - Large scale tension fabric walls and print collateral for experiential marketing footprints.

AlphaGraphics - Print design and production for a range of small and large clients. File prep for both offset press and large format printing.

Skills

Expert Knowledge

Adobe Creative Cloud - Illustrator, Photoshop, InDesign & After Effects
UI/UX Software - Sketch, Balsamiq Mockups, InVision & Zeplin
Front-End Development - HTML, CSS, SASS
Illustration - Digital & Traditional

Familiar with

UX, Agile, Animation, JavaScript, JQuery, and PHP