



## Hope Vandiver

Product & Visual Designer

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hopevandiver.com

## SUMMARY

Passionate product & visual designer with 3 years of professional experience in the UX/UI and graphic design spheres. Brings experience from engagements with B2B, tech, and startup companies, coupled with expertise in design research, branding, interaction design, and more.

## EDUCATION

**Texas State University | August 2019 - December 2022 | San Marcos, TX**

BFA in Communication Design, Magna Cum Laude (GPA 3.8/4.0)

## EXPERIENCE

**Product Designer, HomeStory Rewards | January 2023 - December 2023 | Austin, TX**

- Led multiple design projects within a dynamic development and design team, spearheading a complete company rebrand, crafting multiple logos, redesigning client search experiences, and more.
- Specialized in conceptualizing and developing physical and digital products tailored for HomeStory's 10+ tech-forward real estate clients.
- Collaborated closely with cross-functional teams, ensuring seamless design transitions between HomeStory, our clients, and the 12k network real estate agents.
- Honed expertise in user-centered design, employing techniques such as design research, user flows, prototyping, and user testing for enhanced user satisfaction.

**Graphic Designer, Freelance | March 2021 - January 2023 | Austin, TX**

- Led logo and brand design for 4 clients, creating customized visuals that captured their unique identities.
- Enhanced client exposure by aligning design with brand image.
- Developed distinctive brand logos and graphics for web, print, and apparel, ensuring consistent representation across diverse mediums.
- Utilized Adobe Suite and Figma expertise to craft visually stunning designs.

## ACHIEVEMENTS

**Silva Method Design Research Award | Winner**

Awarded for outstanding achievement in in-depth design research within online portfolio.

**Graphis New Talent Annual 2022 | Cover Photo**

Design: "Covid-19 World Ad", chosen out of 525 award winning designs.

**Graphis International New Talent Annual 2022 | Silver Award**

Design: "COVID-19 World Ad"

**Graphis International New Talent Annual 2022 | Honorable Mention x2**

Design: "Covid-19 Children Ad", "MaryJane's Umbrella Emporium"

**ComDes Exit Review Branding Committee**

Member of a seven member committee focused on branding and art direction.

## SKILLS

Figma

InVision

Branding

Sketch + InVision

Design research

Typography

Adobe Suite

Prototyping

Art Direction

UX/UI

Miro + Mural

Trademark