

Margaret Fields

UX/UI + Visual Designer

My work focuses around effective, equitable, and useful design solutions. Fascinated by the entire product life cycle, creativity and accessibility are at the core of my approach to design. Combining my artistic sensibilities, a sense for business and an obsession in pixel-perfection, I found my passion in creating distinctive and creative UX/UI designs.

Education

San Francisco State University - Graduating November 2024
Bachelor of Science in Visual Communication Design Minor in Fine Studio Arts

Professional Google UX Design Certificate - March 2024

Experience

Peggy's Pretzels - Peggyspretzels.com

Founder: November 2020 - November 2023

Conceptualized and launched a dynamic creative b2b catering business, applying UX/UI principles to achieve rapid growth from concept to reality.

- Crafted a distinctive brand identity by creating, design, and executing all branding and marketing materials. Resulting in effective recognition and growth.
- Led a team of 5+ professionals, fostering collaboration and productivity.
- Established a strong online presence with over 1,000 Instagram followers and an impressive 10k+ TikTok followers, amassing 2 million+ views through viral content.
- Conceptualized, tested, and successfully launched e-commerce website, ensuring a seamless user experience through meticulous UX design.
- Collaborated with prestigious clients including Google, Stanford, and Meta.

Freelance - Sincerelymaggie.com

Visual Designer: January 2019 - Present

Guiding small businesses through the design process, successfully revitalizing brand identities, and crafting intuitive digital experiences.

- Crafted visually appealing and intuitive website designs that effectively communicated the unique stories of each business.
- Cultivated an online presence, significantly boosting business visibility, driving engagement, and producing results with an average increase of 30% more followers and 20% more sales.

Thank You Kindly - Thankyoukindly.com

Intern: April 2022 - July 2022

Collaborated closely with the CEO and team to conceptualize and design unique branded products for corporate gifting and VIP clientele.

- Successfully brainstormed, pitched, designed, and produced personalized, high-quality gifts, cards, and logos.
- Facilitated communication between design, sales, and client success teams.
- Demonstrated independent project management skills, ensuring project completion.

Contact

SF Bay Area

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(925) 667-6104

Portfolio

Pictures are worth a thousand words, I'd love for you to take a look at my work.

Sincerelymaggie.com

[linkedin.com/in/SincerelyMaggie](https://www.linkedin.com/in/SincerelyMaggie)

Software

Adobe Cloud

- Indesign, Illustrator, + Adobe XD

Figma

Google Workplace

- Drive, Gmail, Docs, Forms, + Slides

Microsoft Office

- Word, PowerPoint, Outlook, + Excel

Brackets + VS Code

Canva

Slack

Skills

UX

- User-Centered Design, Wireframing, Prototyping, Interaction Design, + Usability Testing

Brand Design

- Typography, Color Theory, Layouts + Grids, Graphic Design, + Iconography

Technical Skills

- HTML/CSS, JavaScript, Responsive Design, + Front-End Development

Bonus Skills

- Data Visualization
- Creative Problem-Solving
- Collaboration
- Execution
- Content Creation, Marketing Strategy
- Project Management
- Empathetic Mindset