

# Joelle Hagen

Graphic and Experience Designer | Illustrator

## RELEVANT EXPERIENCE

### Graphic Designer/Social Media Coordinator

The Workshop Workshop, Seattle, WA

JANUARY 2024 - PRESENT

*Interdisciplinary arts retreat for adults*

- Illustrating and designing dozens of original graphic assets for social media accounts
- Cultivating a brand identity by establishing a strategy to fill the account feed quickly and consistently, increasing follower count by 50%
- Collaborating with internal stakeholders to align strategy and branding goals to produce a cohesive voice

### UX Designer II | Inspire, Arlington, VA (remote)

MAY 2021 - SEPTEMBER 2023

*Progressive web app and mobile app design for the largest growing social media platform for health*

- Led the design of a \$20 million project to conceptualize and prototype an emerging product that would become a cornerstone of the company and real world data sectors, producing animations and clickable wireframe for 10 concept tests
- Created innovative designs that led to an updated version of the legacy product including a dynamic member profile, adaptable universal navigation, streamlined onboarding process, all represented in desktop progressive web app, mobile as well as a native iOS application
- Collaborated with research and product management to originate a UX design practice for new features considering quantitative and qualitative data and best practices to create an efficient, user-centric process leading to sustainable, scalable solutions

### Shift Supervisor | The Paper Source Seattle, WA

AUGUST 2018 - OCTOBER 2019

*Primier paper, stationery, and gift store*

- Trained associates, implemented communication and marketing strategies through social media within the local community to achieve the highest sales of Kids Art Camp seats in the Northwest Region
- Devised daily reporting system to improve manager communication and store-wide tasking
- Designed workshop schedule, class promotion and administered instructor training to facilitate the development of an informed arts education program

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[joellewhagen.com](http://joellewhagen.com)

## SKILLS + TOOLS

Procreate App  
Adobe Suite  
Figma Prototyping  
User Interviewing  
Usability Testing  
Journey Mapping  
Site Mapping  
Sketch  
Figma  
Public Speaking  
Workshop facilitation

## AWARDS

### Hack for NF 2020

Children's Tumor  
Foundation  
Top Award and  
Incubation Prize

## EDUCATION

### The Flatiron School

Seattle, WA  
*UX Design*

SEPT 2019 - MARCH 2020

### Southern Oregon University

Ashland, OR  
*BA Theatre Arts*

AUG 2010 - AUG 2014



## Freelance Stage Manager/Theater Artist, San Francisco, CA

AUGUST 2012 - DECEMBER 2017

- Managed performances for arts organizations including opera, dance, theater, musicals and lectures
- Coordinated production schedules for up to 100 artists and technicians at a time
- Documented diligent records and reports of all changes made in rehearsals and production meetings, distributing them to appropriate parties and opening channels of communication
- Generated clear and concise reference documentation representing the production to solidify information and create a universal understanding of operations

