



# Zowie Regina Trychel

## Product Designer

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(321) 277-4138

### Product Designer

As sole designer, created the holistic user experience and user interface design for an embedded system engineered to test blood for cancer for Cynvenio Biosystems Inc. Designed websites, interactive media, and banner adverts for **Activision Blizzard, Facebook, ABC, Google, Warner Brothers, The CW, Oculus, Sega, Aveda, Incubus, Atlus, TriStar Pictures**, and **PETROL Advertising** among others.

### Principal User Experience & User Interface Designer

Established UX design as a pivotal component of the app and web development iterative life cycle. Developed complex information architecture and streamlined, forward-looking user experiences for brands like **Sony, AMD, Bethesda, Square Enix, Bandai Namco, Bioware, the NFL, 24Seven Talent, PDP**, and the **Wounded Warrior Project**. Designed UI and worked in tandem with developers providing research, source, and interaction design references for rapid implementation. Animated interactive banners for **Facebook, Activision Blizzard, Western Digital, EA**, and **Fox**.

### Brand Identity & Web Designer

Simplified and optimized the user experience and e-commerce of the existing web portfolio. Conceptualized and designed the the brand identity and product packaging for multiple verticals. Maintained digital prepress procedure and press checks for all production materials including product designs, adverts, and branding.

### Graphic Designer & Assistant Systems Administrator

Produced in-house branded marketing collateral. Maintained multiple professional-grade large format printers, and administered the repair, upgrade, and deployment of hundreds of computers on and off site.

### WIDEST GAMUT, CONTRACT DESIGN

Jun 2009 - Present  
Berkeley, CA

### PETROL ADVERTISING

Jan 2013 - May 2016,  
Present (as Contractor)  
Burbank, CA | Berkeley, CA

### PACIFIC SHORE HOLDINGS

Aug 2011 - Dec 2013  
Los Angeles, CA

### FLORIDA STATE UNIVERSITY

Mar 2009 - Mar 2011  
Tallahassee, FL

## Proficient Skills

- User Experience Design
- User Interface Design
- Prototyping
- Information Architecture
- Adobe Photoshop
- Adobe Illustrator
- Interaction Design
- Basic CSS/HTML Markup

## Education

### BFA IN GRAPHIC DESIGN

Florida State University  
Aug 2006 - May 2010  
*Magna Cum Laude, Dean's List*

## Awards

### W3 Website Gold Award

Helix, 2015

Conceptualization, Information Architecture, User Experience Design, User Interface Design, & Interaction Design

### W3 Microsite Gold Award

Turtle Beach Elite 800, 2015

Conceptualization, Information Architecture, User Experience Design, & Interaction Design