

MARCUS GRANT

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pionezero labs

Hiring manager,

I am a highly skilled designer and developer with expertise in ..

UI/UX design: information architecture, whiteboarding, wireframes, storyboards, design thinking, task analysis, prototyping, UX writing, user research and collaboration, empathy and ethnography, interaction driven design, usability testing and data analysis (bounce rate, user retention, search engine rank building).

Since 2005 I've become a highly skilled **visual designer**. My creative existence is absorbed in all things design: graphic design, typography, branding, illustration, I love flat design based color palettes and prefer simplicity in design. Web products include web page layouts, web graphics, web icons, logos and for non-web signage and print. I'm also highly skilled in creating visual assets strictly with CSS code. I'm masterful in Adobe software and always design with viewports in mind (mobile, tablet and web), I have a penchant for design research for projects (visual trends for certain time periods, extensive typeface exploring, background stories, establishing Pinterest boards, etc.) and I 99.9% prefer illustrating from scratch over using stock photography. I've done extensive print, I have vast photography experience (including fashion modeling photography), and I have 19 years of pure design expertise in many art fields. I excel at taking client goals and abstract concepts and translating them to stellar visual assets. I'm very familiar with various industries (biotech, food, construction, electronics, athletic, art, medical, wellness) including startups and therefore know from experience how to keep users on a page or app to keep bounce rate low and retain users, all through pure design. I know how to help startups compete and win through pure design.

The other third of my heavy skills is **front-end coding** (HTML, CSS and JavaScript), I'm expert in Bootstrap and very skillfully craft **Shopify** stores for ecommerce as well (a combination of their native templating language Liquid plus common front end languages). I'm currently studying **Jamstack** languages and technologies for decoupled architecture development: Netlify (hosting), React framework (including Next.js, Gatsby), Strapi (headless CMS) and OneGraph (API). Other languages and technologies include: Node.js (for full stack skills), Python (for quantum computing app development) and distributed web & blockchain (for dApp development and a better web).

Beyond design and developing I'm also fully immersed and fluent in **startup** culture, from AI to distributed web (a personal passion) to the ethereal mathematics that empowers it all (math being another passion).

Kind regards,
Marcus Grant