

JAYNE CHARTRAND

HUMAN CENTERED DESIGNER

EDUCATION

Maryland Institute College of Art Master of Arts, Social Design – 2016-2017

Social Design Merit Scholarship
For outstanding qualifications in
the fields of design, research and
professional practice

Roberta Polevoy Scholarship

Awarded to meritorious students
enrolled in MICA graduate programs

University of Maryland Bachelor of Fine Arts, Graphic Design & Bachelor of Arts, History – 2012-2016

Creative and Performing Arts Scholar
Awarded full scholarship for four
consecutive years for artistic and
academic merit

SKILLS

Strategy

Design Thinking
Research
Literature Review
Grant Writing
Outreach
Facilitation
Workshops
Event Planning
Social Media

UX/UI Design

Wireframing
Prototyping
User Testing
– CSS & HTML5
– Invision
– Figma
– Sketch

Graphic Design

Branding
Layout Design
Logo Design
Icon Design
– Adobe CC
– Photoshop
– Illustrator
– InDesign
– Acrobat

Fine Art

Illustration
Photography
Painting
Silkscreen
Sewing
Sculpture

EXPERIENCE

St. Francis Neighborhood Center

Human Centered Designer — Spring 2019 to Present

Utilize design thinking to support and Center programs and development.

- Implement and expand marketing strategy and branding guidelines: create designs and template for social media, newsletters, print communications
- Design community needs assessment with Americorps Vista to identify service gaps and opportunities for Center expansion
- Oversee and provide UX/UI expertise for Lutece: a scalable open source portal software being implemented by Johns Hopkins and MossLabs for use by nonprofits in Baltimore
- Identify and facilitate tech-related partnership opportunities for center and provide design support for community partner initiatives and events.
- Manage center technology to provide a safe learning environment for students and community members: create and manage user accounts; manage website, donation and event portals software; provide technical support for center staff; develop and deliver job readiness and computer and software trainings; mentor high-school intern/youth worker in social media marketing and design.

Holabird Sports

Senior Designer — Fall 2017 to Summer 2019

Used design and market research to further the strategic development of Holabird Sports branding and marketing strategy. Facilitated collaboration between e-commerce team, marketing and brand representatives. Lead of creative direction, recently revamped Holabird Sports brand identity and designed our new website for Shopify compatibility.

Health and Wellness Listening Campaign

Design Strategist — Fall 2018

Worked with No Boundaries Coalition health committee to design and conduct a preliminary listening campaign on health and wellness in central west Baltimore. The goal of the campaign is provide a tangible representation of the health and wellness needs of central west Baltimore residents that will support advocacy work, and the creation/redesign of community programs.

Amatus Health Recovery Centers

User Interface Designer — Summer 2018 to Winter 2018

Designed a custom, responsive wordpress theme and websites tailored to the needs eight rehabilitation clinics under the management of Amatus Health. Each site highlights the features of the individual clinic, and how it function within the larger Amatus care network to get clients the care they need.

Techealth Civic Engagement Team, Baltimore City Health Department

Design Lead — Fall 2016 & Spring 2017

Streamlining Baltimore City Health Department campaigns by designing an online civic engagement platform for public health ambassadors, event facilitation toolkits and supplementary outreach material.

Thesis: The Litter Problem, Maryland Institute College of Art

Human-Centered Designer/ Project Leader — Spring 2017

In partnership with local organizations No Boundaries Coalition and Intersection of Change, used human-centered design to investigate the correlation between physical disorder and the legacy of segregation in West Baltimore. Through design research and ideation with community members, developed a multi-tiered intervention plan to “work together to confront waste management inequality across neighborhood boundaries.”