



Xoe Pearl Margolis

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EDUCATION

Northeastern University

BOSTON MA

BFA in Experience Design

Minor in Psychology

EXPERIENCE

Xoe Pearl Designs · NEW YORK NY

Designer JUL 2020 - PRES

Creating unique and custom brands for a variety of industries from rental properties to cannabis brands. Using the Adobe Creative Suite to design logos, establish brand guidelines, create website wireframes and illustrations.

NBCUniversal · NEW YORK NY

Product Designer OCT 2022 - JAN 2023

Built, organized, and maintained the Design System used across the NBC News Group viewed by 73 million unique weekly visitors. Used Figma to incorporate the redesigned Today brand into the existing structure of the core NBCU News brands while focused on usability and efficiency. Created official documentation to be used across NBC, CNBC, and Today. Owned designs from email newsletters to auto layout functionality.

Northeastern University · BASEL SWITZERLAND

Program Coordinator MAY 2022 - JUNE 2022

Guided students through Graphic Design and Typography courses with studio time and lectures at The FHNW Academy of Art and Design. Managed abroad communication and logistics while working alongside faculty to maintain a smooth and educational experience for all students.

AP Keaton · GREAT NECK NY

Designer NOV 2020 - JUN 2021

Developed concepts and designs for brands to create unique experiences such as custom e-commerce websites, POS collateral, and costume 3D window displays. Balanced timelines, budgets, and expectations with clients while putting forward detailed oriented quality work in collaboration with other team members.

Scout · BOSTON MA

Design Director JUL 2019 - JUL 2020

Lead design studio of 30 designers and developers alongside the Tech Director. Maintain smooth communication and manage timelines between clients and project teams. Oversee and provide critique for all websites, social channels, mobile and desktop applications and branding. Establish new community goals and solutions with documentation for longevity.

Ronik Design · BROOKLYN NY

Product Designer Co-op JAN 2019 - JUN 2019

Produce digital designs such as motion graphics, infographics, wireframes, and marketing materials for multiple clients. Collaborated on the design process for large scale web experiences that focus strongly on the persona. Assisted in competitive research and user research for future products and experiences.

Hasbro · PAWTUCKET RI

Graphic Designer Co-op JAN 2018 - JUN 2018

Worked collaboratively with brand teams to create assets and execute event coordination for brands such as *My Little Pony* and *FurReal*. Assisted on visual elements across brands by art directing photo shoots, creating a diorama for the New York Toy Fair, as well as initial branding for new products.