

ADRIA WILLENSON

UX/UI DESIGNER

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PROFESSIONAL SUMMARY

For the past two decades, I have gained vast skills and experience working in several creative fields including web design, graphic design, fine arts and now UX design and research. Through the UW-Madison UX/UI Design Certification Program I am now prepared for a role as a UX Designer/Researcher. My competencies include wireframing, user personas, journey mapping and high fidelity prototyping.

PROJECT EXPERIENCE

NIKE - App Design

Develop a community App for Nike Enthusiasts to engage with one another.

- Performed UX Research using a variety of methods (surveys, interviews, card sorting, and user personas) to understand our clients' needs/wants.
- Developed a Style Guide using Figma to create a secondary, analogous color and typefaces for various content styles.

EARTH FIRST — Web Design

Provide users with an online quiz to educate people about climate change.

- Performed UX Research using (surveys, interviews) using Google Forms and DeScript to understand where changes need to come from.
- Created High Fidelity Design using Photoshop and Figma allowing users to perform quizzes with the goal of creating an educational platform on the effects of climate change and sustainable living practices.

PROFESSIONAL EXPERIENCE

Web/Graphic Designer

Ruach Inc., Milwaukee, WI

July 2014 - Present

- Designed marketing materials (logo, annual reports, brochures, posters) using InDesign, Illustrator and Photoshop.
- Designed and produced website using Wordpress.

Web Designer (Freelance)

C2 Graphics & Productivity Solutions - Milwaukee, WI 2008 - Present

On behalf of C2, I have worked on a variety of client projects

- Mars Cheese Castle: Website Re-design and Shopsite E-Commerce Solution (2015)
- Flourish Design Works: Website Development/Maintenance
- Small Shops United: Monthly E-mail Marketing Campaigns
- Cardio-Start & OTIE: Website Design and Development
- HNI: Website Development
- Spin Group: Website Design/Development

EDUCATION

UI/UX Design

Professional Certificate Program

University of Wisconsin

July 2021-July 2022

MA-Visual Studies

Cardinal Stritch University

June 2002-August 2004

BS-Graphic Design

University of Wisconsin

September 1994-May 1998

SKILLS

Digital Marketing

Competitive Research

Graphic Design

Web Design

Project Management

Search Engine Optimization

Prototyping/Wireframing

Journey Maps

Affinity Maps

Style Guides

Usability Testing

User Personas

Competitive Analysis

TOOLS

Dreamweaver

InDesign

Illustrator

Photoshop

Wordpress

HTML/CSS

Figma

DeScript

Canva

Miro

Web/Graphic Designer (Freelance)

Adria Willenson Designs - Bayside, WI

2004 - Present

- Bill Gallen Fine Art: Website Design/Development and Email Marketing using MailChimp and SquareSpace
- Utilized Research Skills (Competitive Market Analysis and SEO) for Schulhof Property Management; Designed and produced their website using Wordpress.
- Performed Research (Discovery and Competitive Analysis) for Fitzgerald, Collingsworth & Associates; Designed and produced their website using Wordpress
- Created Responsive Website for Paragon Coins using Dreamweaver
- Designed Responsive Website for ICTECT
- Designed Logo for Armstrong Family Winery using Illustrator
- Designed the World Shoppe (Fair Trade Organization) 2011 Catalog - South African Brass/Copper Jewelry using InDesign and Photoshop.

Web Designer/Producer

Trisept Solutions - Milwaukee, WI

2001 - 2004

- Designed and produced client marketing using Photoshop, Fireworks, Dreamweaver and HTML, JavaScript, CSS and ASP.
- Produced websites, designed email marketing campaigns and banner advertisement for MGM Mirage Vacations and Funjet Vacations
- Designed and developed Travel Broker, an intranet program providing travel agents the ability to create and modify their inventory and promotions
- Designed and Developed The Milwaukee Ballet: Website (2002)

AWARDS

“Graphic Design USA Award” 2002:
The Milwaukee Ballet Website.

“President’s Award” Gardner Bender:
Implemented the design and development of the Del City Website.

“Design for Diversity”
School of Human Ecology/University of WI-Madison: Developed a mural incorporating all facets of the School of Human Ecology.