

ADRIA WILLENSON



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(262) 853-5782



Milwaukee, WI 53217

SKILLS

- Digital Marketing
- Competitive Research
- Graphic Design
- Web Design
- Project Management
- Search Engine Optimization
- Prototyping/Wire-framing
- Journey Maps
- Affinity Maps
- Style Guides
- Usability Testing
- User Personas
- Competitive Analysis
- Defining Requirements

EDUCATION

University of Wisconsin

Madison, WI • 07/2022

Professional Certificate Program:

UX/UI Design

Cardinal Stritch University

Milwaukee, WI • 08/2004

Masters of Arts: Visual Studies

University of Wisconsin

Madison, WI • 05/1998

Bachelor of Science:

Graphic Design

PROFESSIONAL SUMMARY

Creative Designer with talent for developing unique custom designs. Innovative approach to ideas and concept development. Offering 15+ years of expertise overseeing individual projects and brand development. Detail-oriented team player with strong organizational skills. Ability to handle multiple projects simultaneously with a high degree of accuracy. Organized and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals. Enthusiastic team player ready to contribute to company success.

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.adriarosedesigns.com/>
- <https://www.linkedin.com/in/adria-rose-designs/>

WORK HISTORY

DCI Marketing - UI/UX Designer

Milwaukee, WI • 06/2023 - 06/2024

- Design style guides/components, user personas, user flow diagrams, journey maps. Create wireframes and interactive prototype for GM's New "Vehicle Order Guide."
- Collaborate with other team members and stakeholders.

Conley Media - Web/Print/E-Mail Marketing Designer

Milwaukee, WI • 08/2022 - 06/2023

- Employ design fundamentals when selecting typography, composition, layout, and color in print and digital advertising, proposals, media kits, and sales sheets.
- Manage weekly e-mail marketing campaigns for MKE Lifestyle's "On the Town" and "Datebook, Your Weekend Agenda", client sponsored e-mail campaigns and editorial calendar.
- Manage MKELifestyle.com website, monthly web articles, datebook, and digital edition.

Adria Rose Designs - Web/UX/UI/Graphic Designer

Milwaukee, WI • 02/2004 - Current

- Keep software up to date and monitored website for security vulnerabilities to boost overall security.
- Complete domain name registrations and maintained website and web hosting account.

WORK HISTORY

Adria Rose Designs - Web/UX/UI/Graphic Designer (cont'd)

Milwaukee, WI · 02/2004 - Current

- Develop creative design for branding, print and digital projects.
- Meet with customers to present mock ups and collect information for adjustments.
- Employ design fundamentals when selecting typography, composition, layout, and color in design work.
- Design highly engaging interactive user interfaces that complied with modern web standards.
- Troubleshoot technical issues, optimized websites for search engine optimization, performance and accessibility.
- Complete in-depth product designs using Figma, Wordpress and Adobe Creative Cloud Software.
- Design mock-ups and simulations for review, finding and fixing design problems.
- Combine technical and artistic abilities to accomplish challenging design objectives.
- Develop style guides using Figma to create secondary, analogous color and typefaces for various content styles.
- Performed UX Research using variety of methods (surveys, interviews, card sorting, journey maps and user personas) to understand our clients' needs/wants.

C2 Graphics & Productivity Solutions - Web Designer (Contract)

Milwaukee, WI · 12/2008 - 12/2018

- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique websites.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Developed graphic and image assets for both content and digital marketing efforts.
- Designed user interface to meet client specifications.
- Participated in team projects, demonstrating an ability to work collaboratively and effectively.
- Proven ability to develop and implement creative solutions to complex problems.
- Learned and adapted quickly to new technology and software applications.
- Demonstrated respect, friendliness and willingness to help wherever needed.

Trisept Solutions - Web Designer/Producer

Milwaukee, WI · 06/2001 - 02/2004

- Delivered technical presentations to illustrate proposed site designs.
- Strengthened intranet and sub-sites to bolster internal communication strategies.
- Delivered services as web developer and webmaster.
- Acquired and exploited existing code and assets to accelerate project completion.
- Designed highly engaging interactive user interfaces that complied with modern web standards.
- Developed graphic and image assets for both content and digital marketing efforts.
- Enhanced functionality and appearance of website and repaired functionality issues.
- Designed and developed intranet program, Travel Broker, providing travel agents ability to create and modify their inventory and promotions.

AWARDS

“Graphic Design USA Award”: The Milwaukee Ballet Website

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