

ADRIA WILLENSON

✉ adria@adriarosedesigns.com

☎ (262) 853-5782

📍 Milwaukee, WI 53217

SKILLS

- Digital Marketing
- UX/UI Design
- Graphic Design
- Web Design
- Brand Development
- Project Management
- Search Engine Optimization
- Style Guides
- Component Library
- Prototyping/Wire-framing
- Journey Maps
- Card Sorting/Affinity Maps
- Usability Testing
- Research and Analysis
- User Personas

EDUCATION

University of Wisconsin

Madison, WI

ThriveDX Professional Certificate

Program: UX/UI Design

Cardinal Stritch University

Milwaukee, WI

Masters of Arts: Visual Studies

University of Wisconsin

Madison, WI

Bachelor of Science:

Graphic Design

PROFESSIONAL SUMMARY

UX/UI DESIGN | WEB DESIGN | GRAPHIC DESIGN

Creative Designer offering 20 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 with a positive attitude and 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 (Contract)

Milwaukee, WI · 06/2023 - 06/2024

- Work with the business client (General Motors) to include their style guide/component library into the client's Vehicle Order Guide project.
- Perform research through the development of user personas, user flow diagrams and journey maps and more.
- Create wireframes and interactive prototype using Figma.
- Work with the internal client (Product Team) to include new features and adjustments based on their product audit.
- Work with DCI development team to implement and augment designs into the the website re-design.
- VOG Site (Live): <https://www.gmfleetorderguide.com/map>

Conley Media - Web/Print/E-Mail Marketing Designer (Contract)

Milwaukee, WI · 08/2022 - 08/2023

- Employ design fundamentals for 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.

WORK HISTORY

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

Milwaukee, WI · 02/2004 - Current

- Create 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.
- 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 prototypes for review.
- Combine technical and artistic abilities to accomplish challenging design objectives.
- Develop components and style guides using Figma.
- 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 design problems.
- Learned and adapted quickly to new technology and applications.
- Demonstrated respect, friendliness and willingness to help wherever needed.

AWARDS

“Graphic Design USA Award”: The Milwaukee Ballet Website

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

VOLUNTEER

Girls on the Run - Non-Profit Girls Empowerment and Running Program - Site Liaison and Coach

NSAA's Arts Mill - Arts Organization, Gallery and Boutique - Marketing and Boutique Manager