

ROXANNE REYNOLDS

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MY PORTFOLIO <https://www.roxyreyart.design/>

SUMMARY

Graphic Designer with project design abilities, collaboration skills coordinating with teams of up to 15 members, completing multiple design projects at once. Will always deliver projects with accuracy, meeting deadlines consistently.

TECHNICAL SKILLS

Languages: Figma, Adobe Programs: Illustrator, Indesign, After Effects, Photoshop, Google Programs: Docs, Slides, Sheets, Miro, Figjam, Trello.

Hard Skills: Atomic design; UI grids and composition; color theory; heuristic evaluation; typography; interaction design and iconography; storyboarding; decision flow diagrams; user need identification; user experience interviewing; persona creation; insight synthesis.

PROJECTS

Government Website Case Study | <https://www.roxyreyart.design/government-redesign-case-study>

- Summary: For my UI design project, I took on the challenge of redesigning the Department of Education's website. The existing interface was cluttered and difficult to navigate, making it a daunting task for users to find the information they needed. To tackle this issue, I employed card sorting and site-mapping techniques to reevaluate the website's structure and create a more intuitive flow. My efforts resulted in a simplified navigation system that makes it easy for users to find what they're looking for. The project culminated in high-fidelity wireframes and a functional prototype that demonstrates my design vision for a more user-friendly Department of Education website.
- Role: UX/UI Designer in a group of 3
- Skills/Technologies: user research (user path, proto persona, empathy map); ideation (card sorting, sitemap); UI kit; interaction design; wireframing; prototyping; in-person user testing; figma, figjam.

Sumup Invoice Page SEO Treatment | <https://www.roxyreyart.design/invoice-page-redesign-seo>

- Summary: The aim of this project was to improve the Invoice page to be more readable and increase traffic to the page. I was asked to analyze the page, and then create a new layout that matched the brand and style of Sumup.
- Role: Worked in a team of two graphic designers.
- Skills/Technologies: user research & analysis; interaction design; figma, wireframing; prototyping; in-person user testing.

Travel App Case Study | <https://www.roxyreyart.design/travel-app-casestudy>

- Summary: In my inaugural UX case study, I had the exciting opportunity to design an app called ROAMER(S), specifically tailored for collaborative travelers. This innovative platform enables multiple users within a travel party to seamlessly vote on hotels, flights, and activities, all while leveraging AI to enhance trip planning. Despite being my first foray into UX design, I found the experience immensely rewarding, as it deepened my understanding of crucial processes like research, analysis, ideation, wireframing, and prototyping. Overall, the project not only honed my skills but also ignited a passion for creating meaningful travel experiences through user-centric design.
- Role: UI/UX Designer
- Skills/Technologies: user research (interviews & surveys) and analysis; mobile user experience design (UX/UI); interaction design; wireframing; prototyping; in-person user testing; figma, figjam

PROFESSIONAL EXPERIENCE

Freelance Graphic Designer
RoxyReyArt

2022-Present
Loveland, CO

Creating visually appealing and effective visual communications that help businesses and individuals stand out in a crowded market. Utilizing expertise in design software such as Adobe Creative Cloud, and figma. Working closely with clients to understand their unique needs and goals, and delivering high-quality designs that meet and exceed their expectations.

Key Accomplishments

- Sumup Badges Project (Sep 2023 - Current)
 - Contracted by Sumup to create 19 badges for in-house merchandise. This project includes Sumup offices around the world such as Paris, Barcelona, London, ect.
- Developed engaging visual content for diverse projects, including logos, brochures, websites, and social media graphics, resulting in a 50% increase in brand visibility and a 96% growth in online engagement.
- Collaborate with clients to understand their design needs and preferences.
- Manage multiple projects (3-6 at a time) and deadlines simultaneously.

Social Media Manager
Reynolds Oral and Facial Surgery

Sep 2023-Present
Loveland, CO

Develops and implements comprehensive social media strategies that drive engagement, increases brand awareness, and converts followers into customers, utilizing platforms such as Facebook, Twitter, Instagram, and LinkedIn. Creating and curating high-quality content, managing online communities, and analyzing metrics to optimize campaigns and improve overall social media performance.

Key Accomplishments

- Develop and maintain a consistent brand image and voice across all social media channels.
- Skilled in content design and execution to enhance engagement levels up to 95%.
- Create and implement 2-3 campaigns per month across multiple platforms to drive growth and engagement.

Junior Graphic Designer
Sumup

Jan 2021- Dec 2022
Boulder, CO

Assisted in the creation of visual elements such as logos, icons, and graphics for various company projects, utilizing my skills in Adobe Creative Cloud to produce high-quality designs that align with the company's brand identity. I also contribute to the development of design standards and guidelines, and collaborate with designers and developers to ensure seamless integration of designs into product interfaces.

Key Accomplishments

- Orchestrated the conceptualization and execution of cutting-edge SumUp brand designs across marketing, advertising, and branding initiatives; facilitated a 20% increase in brand recognition and a 15% rise in customer engagement.
- Developed high-impact visuals across multiple channels, such as mockups, social media posts, Amazon A+ content, YouTube banners, website content, email banners, and posters, contributing to a 25% growth in brand awareness.

- Collaborated with the marketing team (9 members) and contributed to new product ideas.
- Handled multiple projects (usually 4-6 at once) at all levels of complexity while staying on schedule and budget.

EDUCATION

Certificate, UX/UI Design: University of Denver, Denver, CO **Expected: Sept 2024**

- Focused on User Interface, User Experience, and Graphic Design
- Relevant Coursework: Five case studies, understanding user research, Ideation, prototyping, usability testing, coding

Bachelor of Arts in Integrated Visual Studies: Colorado State University **2018-2021**

- Focused on Integrated Visual Studies
- Minor in Women Studies
- Relevant Coursework: Advanced Typography and Design Systems, Illustration, Interactive Media, Graphic Design, Media Arts

Associate of Arts, Concentration in Graphic Design: Front Range Community College **2016-2018**

- Focused on Integrated Visual Studies
- Relevant Coursework: Intro to Graphic Design, Illustration, Computer Studies, Media Arts

LISA Program (Loveland Integrated School of Arts): Mountain View High School **2010-2014**

- Arts integration uses the arts as a catalyst to instruct and assess equitably through naturally aligned cross-curricular academic standards.
- better attendance rates, academic excellence, improved creative problem-solving skills, increased community and parent involvement, and the development of young artists whose 21st-century skills translate to success throughout their lives.