

# ADRIENNE DOWNING

## DESIGNER & DEVELOPER

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### SUMMARY

A detail-oriented UI/UX designer with front-end development experience and a background in graphic design. Strong communication skills and mentorship abilities. Advocates a design process based on research, collaboration, data, and user-testing for trustworthy designs.

### WORK EXPERIENCE

#### Freelance designer, May 2017 – Present

- > Managed several different clients from several different time zones while traveling
- > Clearly communicated my design process and expected deliverables via design proposals
- > Worked on a diverse set of projects related to UX design, branding, print, packaging, and infographics

#### Clover Network, UX designer, March 2016 – March 2017

- > Improved the UX and visual design for high impact point of sale apps such as Register and Inventory
- > Enhanced web reporting designs based on user feedback and testing
- > Designed print and packaging materials for Clover devices and their accessories
- > Collaborated with other designers to develop the clover.com public site

#### Course Hero, UI/UX designer, February 2013 – September 2015

- > Designed UI/UX and coded pages related to user acquisition and core services and infrastructure
- > Created in-depth research deliverables to identify A/B test designs
- > Rapidly prototyped with Photoshop and InVision
- > Designed promotional print materials, t-shirts, web ads, emails, and motion graphics

#### Versal Group, visual designer, August 2012 – January 2013

- > Created company logo and identity illustrations
- > Designed coming soon pages and versal.com pages
- > Created graphics and diagrams for educational courses

#### Nuvixa, UI designer, October 2010 – May 2012

- > Designed mockups for vix.tv
- > Designed UI for StagePresence and NuvixaChat
- > Wrote, filmed, and edited software tutorials & animated software mock-ups

### EDUCATION

B.F.A. in Graphic Design, University of Illinois Urbana-Champaign, Spring 2012

### SKILLS & TOOLS

Photoshop, Illustrator, Sketch, InVision, Axure, HTML5, SCSS, CSS3, Bootstrap, JavaScript, jQuery, After Effects, Premiere Pro