

ADRIENNE LEE RUSSELL

UX/UI Designer | Web & Graphic Designer

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INTRODUCTION:

I am an innovative and passionate UX/UI Designer with 7 years of experience in web, print and digital design. I have worked within a variety of industries and companies, working to develop their products through exceptional design, commitment to innovation, teamwork and problem solving.

COMPETENCIES:

- Heuristic analysis
- User Research, Competitive analysis
- Journey Mapping
- Persona Building
- Wireframing & Prototyping
- Sketch, XD, Figma
- InVision
- Principle
- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Illustrator, Animate)
- HTML/CSS (web)
- HTML/CSS(email)

EXPERIENCE:

UX/UI DESIGNER, GRAPHIC DESIGNER, & ILLUSTRATOR

Take on Creative (Freelance Consultant), 2011 - Present

- Worked to create websites for small to medium-sized businesses through site maps, wireframes, prototypes, mock ups and content editors
- Helped create the look, feel and brand identity for businesses
- Created digital illustrations for small businesses and **Rock & Ice** Magazine

UX/UI DESIGNER

Terraframe, 2018 - Present

- Worked with developers and stakeholders to develop a comprehensive design system
- Helped create the look and feel of several products through UI elements
- Developed basic wireframes, prototypes, low and high fidelity mock-ups and userflows for government agencies.

EMAIL MARKETING DEVELOPER & ACCOUNT MANAGER

BlueTent Marketing, 2017 - 2020

- Set up client accounts, manage subscribers and lists and create monthly newsletters for 30+ clients.
- Managed the google analytics accounts for their email marketing and planned their strategy to increase their lists and ROI.
- Created automated email work flows, and drip campaigns that would result in completed transactions and return customers.

SENIOR GRAPHIC & EMAIL/WEB DESIGNER

Big Stone Publishing, 2014 - 2017

- Worked closely with the art director to help produce **Rock & Ice**, **Trail Runner**, **Dirt** & **Ascent** magazines
- Re-designed the **Rock & Ice** and **Trail Runner** websites and individual podcast websites
- Produced marketing material (print and web) for sales and circulation teams including house ads, sell sheets and print ads.
- Re-designed, coded and managed **Trail Runner** and **Rock & Ice's** e-newsletters, web banners and additional collateral.

EDUCATION:

Savannah College of Art & Design
BFA Sequential Art, 2011

Ironhack, Barcelona
UX/UI Certificate, 2020

(For a full resume of all professional experience, please email me at aleejelly@gmail.com)