

experience

CREATIVE SERVICES MANAGER

Marengo-Union Library District
April 2019 to present

- Creative lead for all promotional materials for library events, announcements, and social media graphics
- Including but not limited to: brochures, bookmarks, banners, and other library signage
- Design and development of responsive email campaigns, and Wordpress website maintenance
- Responsible for the re-design and implementation of an updated Wordpress website, including use of standard UX principles and other digital resource needs of the library

FREELANCE UX DESIGNER

Self-Employed Consultant
September 2017 to present

- Consultant for multiple clients for UX design, front-end development, graphic design, and user research
- Design and development of responsive email campaigns, and Wordpress websites for clients

UX DESIGNER

Aura Innovative Technology, Inc.
Research & Development + Consulting
August 2015 to September 2017

- Designer brought on to lead in design related projects and client work
- Front-end development resource for client work
- Implementation of process improvements in general workflow for design related projects
- Conduct UX Research for client work and internal products
- Designed full LMS system product for the organization and implemented stores for multiple clients
- Design and development of responsive email campaigns, websites and aptify controls
- Design Marketing collateral and assist in the enhancement of the AIT overall brand

WEB DESIGNER & DEVELOPER

American Society of Anesthesiologists
Web & Digital Services
April 2014 to August 2015

- Designer and developer brought in to solve web related challenges
- Involved in a redesign and development of a new website
- Designed and developed front end of multiple microsites with SiteCore environment
- Implementation of process improvements in general workflow
- Design and development of responsive email campaigns

WEB DESIGNER

Wolters Kluwer
Marketing Creative Services
August 2013 to April 2014

- Designer & Developer brought on to assist in marketing collateral for:
- Design and development of responsive marketing email campaigns
 - Design and development of landing pages and banner ads
 - Created marketing graphics and landing pages
 - Implementation of standard SEO practices
 - Implementation of standard Google Analytics campaign tracking

andrea basting

DIGITAL DESIGNER WEB • GRAPHIC • UI/UX • FINE ART
drebasting@gmail.com • andreabasting.com • 815.988.8523

education

AMERICAN ACADEMY OF ART 2012

Bachelors of Fine Arts
Degree in Illustration
Chicago, IL

areas of expertise

UX/UI/
User-Centered
Design

Visual
Design

Information
Architecture

Responsive
Design

Wireframes

Adobe Creative
Suite

HTML Email
Development

Graphic
Design

Sketch
(Prototyping
Software)

other skills

- CSS/CSS3
- HTML/HTML5
- UI/UX Design
- Google Analytics
- Wordpress Theme Development
- A/B Testing
- CMS Systems: Sitecore, OpenCMS, Wordpress, Sitefinity
- Microsoft Visual Studio, WebStorm
- GitHub
- Constant Contact, Mail Chimp, HighRoad Solution, Exact Target
- Agile/Lean
- Drawing/Illustration/Painting
- PHP
- Javascript

volunteer work

HOME OF THE SPARROW • WOMAN'S SHELTER

Volunteer • January 2020

- Child mentorship volunteer
- Graphic and web design volunteer