

experience

VISUAL DESIGNER

Frequency, Inc.

August 2020 to present

Visual designer brought on to create website banner ads

- Design of website banner ads from varying industries using Photoshop
- Use of animate to include movement in multi-scene adsets

CREATIVE SERVICES MANAGER

Marengo-Union Library District

April 2019 to April 2020

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 e-commerce 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 microsities 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

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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

experience with

- Angular JS
- ASP.Net
- PHP
- JavaScript
- Node.js