

experience

VISUAL DESIGNER

Frequency, Inc.

August 2020 to present

- Design of website display ads from various industries using Photoshop
- Use of animate to include movement in multi-scene display ads
- Quick conceptualizing of cohesive designs and quick turnaround
- Deadline driven work completion

CREATIVE SERVICES MANAGER

Marengo-Union Library District

April 2019 to April 2020

- Creative lead on all promotional materials for library events, announcements, and social media graphics
- Creation of print materials: brochures, bookmarks, banners, and other library signage
- Design and development of responsive email campaigns
- Wordpress website maintenance and enhancements
- Design, development and implementation of a custom Wordpress theme

OWNER & DESIGNER

Willow Wood Home Decor

September 2017 to November 2019

- Product design and development
- Social Media management (Facebook, Instagram, Pinterest)
- Design of print marketing materials
- Website updates and maintenance
- SEO research and implementation
- Brand design and development

UX DESIGNER

Aura Innovative Technology, Inc.

Research & Development + Consulting

August 2015 to September 2017

- One-on-one collaboration with developers for implementation of design best practices and front-end enhancements
- Front-end development resource for client work
- Conducted UX Research for client work and internal products
- Front end design and development of LMS system product for the organization
- Implementation of e-commerce stores for multiple clients
- Design and development of responsive email campaigns
- Brand design and development for the organization
- Design and development of responsive email marketing
- Social Media graphic design
- Creation of print marketing materials

WEB DESIGNER & DEVELOPER

American Society of Anesthesiologists

Web & Digital Services

April 2014 to August 2015

- Designer and developer hired for general site maintenance
- Lead projects for front end improvements
- Involved in a redesign and development of a new website
- Design and development of front end microsites within SiteCore CMS 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

- Design and development of responsive marketing email campaigns
- Design and development of landing pages
- Design of marketing display ads
- Creation of marketing campaigns
- 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

Wireframing

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
- PHP
- Agile Project Management
- GitHub
- Email Marketing
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere
- Adobe Acrobat
- Google Docs
- Photography
- E-commerce
- Drawing/Illustration/Painting

experience with

- ASP.Net
- PHP
- JavaScript
- Node.js
- Sass