

VANESSA WYCKOFF

UX/UI DESIGNER & DIGITAL CREATOR

vanessarose.design

PROFILE

Experienced Designer with a demonstrated history of working in a multitude of industries. Skilled UI/UX, web design, managing content and page layout. In my free time I volunteer with Younglife and coach high school soccer. I believe the fastest way to succeed as a team, community or even a business partner is to empower those around you.

CONTACT

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LOCATION

San Diego, CA

EXPERIENCE

SR. DESIGNER | VINCERO COLLECTIVE

SEPT 2021 - PRESENT

As lead designer I manage all major projects ranging from creating and designing products, pitch decks used for major influencers, website UI/UX, motion graphics, creating new ad concepts and designing a catalog that is sent out to hundreds of thousands of homes.

FREELANCE:

MAR. 2020 - PRESENT

UI/UX DESIGNER | EMERALD CITY ATHLETICS

UX/UI revamp to create visually appealing and engaging page layouts to entice new members. Created InVision mockups to give the client an interactive experience.

BRAND CREATION | PHILLIP FERRELL MUSIC

Created a logo, color scheme, digital and print assets to promote his music writing including a recent song written for Justin Bieber.

WEBSITE/BRAND REDESIGN | PREM1ER LLC RENOVATION

Complete website overhaul and brand redesign. Transitioned the brand from a construction start up to a sleek high class look to entice future clients.

UI/UX DESIGNER | CHURCHHOME

JAN. 2017 - MAR. 2020

Highlight: Helped me in the marketing launch of a \$10,000,000 app creating promotional app content that spread to over 100 unique countries and brought in 10 million views of over 300 pieces of audio/visual content. Created promotional advertisement of "Guided Prayers" with Justin Bieber to bring in over 50 million views and thousands of converted app downloads.

- ▼ Designed UI/UX of the App.
- ▼ Managed all website content marketing strategies and all new page creation.
- ▼ Creating event graphics, department brands and print materials.
- ▼ Implemented email campaigns for departments through Mailchimp.
- ▼ Initiated and created an Alexa skill.

UI/UX DESIGNER | TAGBOARD

NOV. 2015 - AUG. 2016

Highlight: Worked on a project with Snapchat to create a custom snap filter, which was the first unlockable filter Snapchat had ever done. Worked with UFC to design custom displays for the tagboard in the arena, outside on the LED screen and in the locker rooms.

- ▼ Custom coding social media displays to individual clients requests.
- ▼ Creating custom assets for designs.
- ▼ Updating pages on the website.

UI/UX DESIGNER | MICROSOFT (CONTRACT)

MAY. 2015 - AUG. 2016

Highlight: The only junior designer who had the opportunity to present designs to the VP of the project. It was noticed that I learned quickly how individuals communicate adjusting my presentation style accordingly.

- ▼ Worked on designing product features with product managers and devs.
- ▼ Began mobile UI/UX from the beginning of its creation in the app process.
- ▼ Very rapid style of designing while exploring possible solutions to problems.
- ▼ Creating presentations for design approval.

EDUCATION

ART INSTITUTE OF SEATTLE
Web Design & Multimedia
2012 - 2014

SKILLS

Adobe Creative Cloud
HTML/CSS
Brand Creation & Graphics
Website, UI/UX Design
Wireframing/Prototyping
Interactive Media
Art Direction/Management
Image Selection & Photoshop
Content Management
Marketing Strategies

REFERENCES

Lauren Thompson | Manager
Content Marketing Director
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