

clarissa niles

phone: 608-212-6549

email: clarissa@clarissaniles.com

website: www.clarissaniles.com

DESIGN EXPERIENCE:

Creative Director

Push Interactive | June 2018–Present

- Design and develop user interfaces for multiple brands and employ real-time feedback of user experiences.
- Build website sale funnels.
- Use A/B testing of user interfaces to build strong performing websites.
- Produce and design new brands, including brainstorming, logos, product labels, web ads, and websites.

Digital Designer

Securian Financial Group | July 2013–June 2018

- Designed and implemented responsive design email standards and templates from concept to iterative design, through delivery and provided user support.
- Executed usability testing to create user-centric designs,
- Educated clients and team members on design standards and best user experience practices.
- Developed HTML sites and emails along corporate design standards.
- Provided education and guidance to employees and coworkers on web services, concepts and best user practices.
- Planned and managed digital strategies using best practices in design, usability, information architecture, and development across product lines.
- Built and designed user interfaces, graphics, videos, animations and other web content for development and integration into the company's websites and multimedia.
- Coordinated with project managers and content creators on web projects throughout the company, using strong verbal and written communication skills.
- Analyzed quantitative web analytics to optimize web presences across company's digital platforms.
- Filmed and edited promotional and internal marketing videos.

Freelance Designer

Minnesota Top Team | January 2015–Present

- Unify design standards and brand.
- Manage and produce web graphics.

Designer

Augeo + Greer | January 2013–June 2013

- Designed websites and user interfaces for best usability.
- Created logos, brand identities and marketing materials.
- Produced product strategy from conceptual ideas through final designs.

Multimedia Designer

ShopNBC | February 2011–December 2012

- Designed and programmed website content and marketing emails.
- Created design style boards for ShopNBC events and product lines, used both on television and on ShopNBC's website.
- Juggled multiple projects simultaneously.
- Worked with creative director.

EDUCATION

University of Minnesota Twin Cities

Fall 2006–Spring 2010

- Bachelor of Science
in Graphic Design.

PROFESSIONAL SKILLS:

Web Design
User Experience Design
User Interface Design
Front-End Development
Email Design
Email Development
Print Design

TECHNICAL SKILLS:

Web Development Tools

CSS
HTML
Sketch
Axure
Invision

Adobe Creative Suite

Photoshop
Illustrator
XD
Dreamweaver
Premiere
After Effects
Animate
InDesign

Microsoft Office

Word
Powerpoint
Excel
Outlook

I AM:

Charismatic
Professional
Pro-active
Innovative
Dependable