# AMANDA LANG

Dreamer. Creator. Aspiring UX/UI Designer.

## EXPERIENCE

**2017-** **GRAPHIC DESIGNER**
**2021** EDUCATION SERVICES, HYLAND SOFTWARE
- Worked with web development and eLearning teams in agile sprint cycles, creating wireframes and conducting user testing, to improve our company's training website with new features and UI updates
- Designed promotional artwork and layouts for print and digital media, including web pages, emails, banners, signage, flyers, and training materials

**2014-** **MARKETING COMMUNICATIONS SPECIALIST**
**2017** KENT STATE UNIVERSITY
- Trained and managed student design and web teams through a website redesign process
- Prepared, executed, and evaluated tactics for marketing campaigns, driving recruitment of future students and increased attendance at college events

**2011-** **WEB EDITOR**
**2016** KENT STATE STUDENT MEDIA
- Provided technical assistance to team members and updated documentation for troubleshooting website issues
- Updated content on student news site and copyedited articles for accuracy and clarity

## EDUCATION

**B.S. in Advertising - Kent State University**
May 2017 | Minor in Writing - 3.4 GPA

**Certificate in TEFL - Kent State University**
Aug 2015 | Teaching English as a Foreign Language
Included a 3-month practicum in Germany, assisting in teaching elementary, college, and adult classes

## SOFT SKILLS

Not just adding buzzwords to get through résumé AI. This is me:
- An adaptable, open-minded problem solver, possessing strong creative thinking skills.
- Service-oriented, with an attention for detail and a passionate focus on user experience. I believe empathy is paramount.
- A dedicated team player who can also work independently.

## HARD SKILLS

- **Adobe:** Photoshop, Illustrator, XD, InDesign, Animate, Dreamweaver, Premiere
- **Project management tools:** JIRA, Trello, Miro, Confluence, Smartsheet
- **Web design:** UX/UI, HTML/CSS, site mapping, Crazy Egg, Balsamiq, Google Analytics, A/B testing
- **Illustration:** Clip Studio Paint, Paint Tool SAI, Procreate
- **CMS:** Drupal, WIX, Sitecore, Thought Industries, Joomla, WordPress
- **Email marketing:** Salesforce Pardot, MailChimp, Constant Contact

## FAVORITE GAMES

- Persona 4
- Devil May Cry 5
- Beat Saber
- Plants vs. Zombies

## CONTACT

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## REFERENCES

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