

# EMMA FROST

## Visual Designer

 e.frost@email.com

 (123) 456-7890

 Pawtucket, RI

 LinkedIn

## WORK EXPERIENCE

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### Visual Designer

#### Hasbro

 2019 - current  Pawtucket, RI

- Optimized web graphics with Hotjar, leading to a 21% reduction in page loading time, enhancing user experience
- Conducted A/B tests on landing page designs, which resulted in a 12% higher conversion rate for the winning design
- Designed HTML email templates that contributed to a 29% increase in open rates and a 16% increase in click-through rates
- Redesigned mobile app interface using Proto.io, which led to a 33% boost in user engagement

### Junior Graphic Designer

#### Gilbane Building Company

 2016 - 2019  Providence, RI

- Supported successful Chimpmail marketing campaigns, achieving a 17% increase in open rates and a 12% improvement in click-through rates
- Upgraded Canva website visuals, which resulted in a 28% increase in organic website traffic and a 22% decrease in bounce rate
- Elevated brand recognition by 44% through consistent and impactful design solutions across marketing campaigns
- Developed compelling Adobe Express social media graphics that led to a 39% increase in followers and a 23% boost in overall engagement

### Graphic Design Intern

#### MojoTech

 2013 - 2016  Providence, RI

- Boosted email open rates by 14% and CTR by 12% by designing engaging HubSpot Email Marketing templates for the marketing team
- Enhanced brand recognition by 27% through the development of a cohesive visual identity for all marketing materials
- Contributed to a 26% increase in conversion rates by designing persuasive ad creatives using Canva for online campaigns
- Increased social media engagement by 38% through the creation of eye-catching visual content

## EDUCATION

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Bachelor of Fine Arts

Graphic Design

**Rhode Island School of Design**

 2009 - 2013

 Providence, RI

## SKILLS

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- Adobe Photoshop
- Sketch
- Adobe Illustrator
- InVision
- Hotjar
- Figma
- Adobe XD
- Canva
- Zeplin
- Marvel
- Procreate