



Santa Fe, NM
willing to relocate

a.dawn.concha@gmail.com

[Portfolio](#) [linkedin](#)

Education

CareerFoundry, 2025

User Interface Design Certificate

School for the Art Institute of Chicago, 2018

Bachelors of Fine Art, *Printmedia*

Skills

- Figma
- Illustrator
- Framer
- Photoshop
- Indesign
- Affinity Publisher
- Affinity Designer
- User Centered Design
- User Flow
- User Research
- Usability Testing
- Prototyping
- HTML & CSS
- Design Solutions
- Logo Design
- Active Listening
- Accessible Design

Volunteer

She Tower Zine

Layout/Graphic Designer

Jan 2022 - Jan 2023

Albuquerque/Santa Fe, NM

Aspen Dawn Concha

Summary

UX/UI designer that creates functional and memorable designs with experience in visual design and art, uses skills to help clients define the voice of their brand to attract new businesses. Well versed in every step of the design process and makes informed design decisions using data to create successful products.

UX/UI Projects

UX/UI Designer - CareerFoundry Project

Feb 2025 - Mar 2025

[Fantasamagoria](#) | Native Mobile Shopping App (iOS &Android)

- Applied human-centered design methodology—conducted competitor analysis and analyzed user feedback from the webstore—to define core user needs and goals, identifying key features users loved and uncovering critical improvement opportunities.
- Developed a mobile-friendly design system based on the existing brand identity—creating wireframes and prototypes in figma—and validated it through usability testing to ensure consistency and enhance user experience.

Work Experience

Graphic Designer- Freelance

Aug 2020 - Current

Santa Fe, NM

- Collaborated with multiple different clients to transform their ideas into visual content for both print and digital media utilizing tools such Illustrator, ClipStudio Paint and InDesign.
- Established regular communication channels through email and iteratively refined designs based on client feedback to ensure consistency with brand identity and accurate cultural representation.
- Managed administrative tasks, including issuing invoices and distributing copyright ownership notices to clients.

Visual Merchandiser- H&M

Aug 2023 - Feb 2025

Santa Fe, NM

- Executed visually stunning and engaging displays that reflect the current fashion trends.
- Communicated with department managers and other staff regarding promotions and updated department changes.
- Trained new hires on proper garment care and best visual presentation practices.

Sales Associate - H&M

Jun 2022 - Aug 2023

Albuquerque, NM

- Provided exceptional customer service, resolving inquiries and concerns in an efficient manner.
- Designated truck team lead, ensuring that other team members followed proper back of house protocol to secure a fluid workflow
- Maintained a clean and organized work environment to enhance customer experience.