

micaela berry: ux/ui designer

I'm Micaela and I am an aspiring unicorn aka ux/ui designer.

I have a Bachelor's Degree from Ohio University and I recently graduated from We Can Code IT, a fast-paced software development bootcamp to enhance my programming knowledge and skills. In my previous position, I worked as a Graphic Designer where I implemented marketing, graphic design, and web strategies. I found myself enthralled with the web technologies and user application side of my responsibilities which led me to explore the technical side of the design field. I'm excited and driven to take the experience, technical knowledge, and skills I have gained and use them in a professional setting. I look forward to problem solving and implementing new and creative ideas along with learning new emerging technology trends. I enjoy collaboration, but have the flexibility to work independently. You can find more about me at <https://michaelaberry.github.io>

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• Technical Inventory •

Java • JavaScript • HTML / HTML5 • CSS / CSS3 • Bootstrap • MVC Frameworks • Adobe Creative Suite • Responsive Design / Mobile • Structured Query Language (SQL) • Spring • Hibernate • Wordpress • Object-Oriented Programming • Git / GitHub • CPanel • Agile • Scrum • Microsoft Office •

• Professional Skills •

User Experience Design • Organized • Motivated • Strategy • Problem-solving • Work Ethic • Flexible • Collaborative • Proficient • Leadership • Problem Solving • Multi-tasking • Passionate • Communication Skills • Researching Technology Trends • Leadership • Prototyping • Attention To Detail

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Defense Supply Center of Columbus

Morale, Welfare and Recreation (MWR) Marketing Assistant and Graphic Designer (2012 - 2016)

Worked with MWR team to develop effective marketing plans including publicity, promotional strategies, print / web material, & campaigns. Evaluate and used decision making skills best practices, interpret and understand client requirements, progress and recommend alternative methods to accomplish objectives, achieve business objectives

★ Create and design Marketing/Multimedia materials to promote DSCC MWR special events, programs, seminars and operations and report the results of user experience and user needs concerning the efficiency and effectiveness of MWR's facilities operations.

★ Recorded ROI analytics for social media accounts (Facebook/Twitter), special events, and dsccmwr.com websites using Wordpress, CPanel, and Survey Monkey which increased unique website visits by 23% and cost effective plans.

★ Maintain and developed new web content for dsccmwr.com utilizing Wordpress and CPanel. Utilized decision making skills, time management, design concepts and solutions. Increased unique website visits by 25% and returning user website visits by 20% while managing up to 30 active marketing requests.

Special Recognition: Received March 2014 Associate of the Month for Defense Logistic Agency (DLA) Installation Support at Columbus.

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Freelance Graphic Designer

Freelance Graphic Designer (2009 - 2017)

Designed brand manuals, marketing material, visual design business cards, logos, flyers, wedding invitations and related print items for health care companies, fitness related businesses, event planners, and individual client(s)

★ **Columbus Healthcare & Safety Consultants:** Create branding manual, base logo, business cards, letterhead, wireframing, marketing folder, detailed 12-page brochure & style web page.

★ **Peace Free Lutheran Church:** Developed welcoming visitor package including an informational brochure, business card, event brochure, bookmark, logo design, and a Mission Brochure.

★ **VR Fit:** Created logo, business cards, letterhead, marketing promotional materials, postcards, & mailers for a Virtual Reality Fitness experience to help individuals participate, stay fit and lose weight.

• • • Notable Projects • • •

Aria VI: This collaborating cross-functional team Capstone project was a "Choose Your Own Adventure" video game that implements development skills which demonstrate full-stack (back end & front end development) engineering. This includes Java, JavaScript, HTML5, CSS, Responsive Web Design, Databases, Wireframes, and Spring MVC. The premise of the game gives the user the ability to use their imagination and problem solving skills throughout their journey to save the kingdom from the evil necromancer.

Virtual Pets Run Amok: The software development program used for this project was Java. Some of the problem solving and hands-on skills required were: loops, introducing new methods & editing existing methods, array lists and maps, constructors, unit testing, user input and models. Worked with software version control systems like GIT.

Little Black Book of MWR: Research, design and coordinated with MWR facilities to promote MWR activities and awareness among associates, military members, and their families. Over 5,000 books were distributed and web traffic increased by 23%. The Graphic Design programs used on this product were Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.

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We Can Code IT

SOFTWARE DEVELOPMENT CERTIFICATION, 2017

Ohio University

BFA, GRAPHIC DESIGN, 2009