



## CONTACT

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## PORTFOLIO & PROFILES

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## EDUCATION

**Full Stack Flex Coding**  
University of Minnesota  
09/2024 - 12/2024

**BFA in Graphic Design with a Minor in Photography**  
Minnesota State University  
08/2016 - 12/2020

## TOOLS & SKILLS

- Adobe Creative Suite - InDesign, Illustrator, Photoshop, After Effects, Premiere Pro
- Graphic Design
- Motion graphics & animation
- User-centered design
- Figma
- AI tools
- Branding consistency
- UI design
- Team collaboration
- Deadline management
- Creative brainstorming
- Landing page design
- Email campaign design
- Digital advertisements
- Brand guidelines adherence

## SUMMARY

Graphic Designer with 5 years of experience in designing visually appealing digital content across web, social media, and email platforms. Expertise in Adobe Creative Suite, user-centered design, and collaborating cross-functionally to meet project goals. Proven track record of enhancing brand engagement and driving digital campaigns.

## EXPERIENCE

**Graphic Designer & Digital Marketing Strategist** 07/2023 - 08/2024  
ITASCA Minneapolis | Software Engineering | Minneapolis, MN

- Revamped website landing pages, improving conversion rates by 30% and reducing bounce rates by 20% over 6 months, leading to a significant increase in revenue.
- Spearheaded the design of digital marketing campaigns that resulted in a 25% rise in email open rates and a 15% increase in click-through rates, driving lead generation.
- Partnered with the UX/UI team to optimize website navigation, decreasing page load times by 40%, which enhanced user experience and boosted time on site by 22%.
- Managed end-to-end design for social media campaigns, resulting in a 35% growth in follower engagement and a 12% increase in conversion from social media platforms.

**Graphic Designer & Digital Marketing Strategist** 05/2022 - 07/2023  
SecureWorld | Cybersecurity | Portland, OR

- Designed and implemented a comprehensive branding overhaul, improving brand recognition by 40% and driving a 20% increase in customer retention year-over-year.
- Led a team of 4 in producing digital content for a major product launch, contributing to a 50% increase in sales within the first quarter of the launch.
- Created a motion graphic campaign that boosted video engagement by 60% and led to a 15% uplift in conversion rates for targeted ad placements.
- Devised marketing collateral that directly contributed to a 25% increase in B2B lead generation, resulting in a revenue growth of \$1M for the year.

**Graphic Designer & UX Designer** 09/2021 - 05/2022  
Kelvix | LED Lighting Manufacturer | Portland, OR

- Developed web and digital assets that improved customer engagement by 28% and increased site traffic by 35%, leading to a 12% rise in online sales.
- Worked with cross-functional teams to streamline marketing processes, reducing project turnaround time by 25% while maintaining a 100% on-time delivery rate.
- Led the design of targeted email campaigns that saw a 20% increase in open rates and a 30% boost in click-through rates, contributing to a 10% growth in overall sales.
- Delivered data-driven design solutions that cut design costs by 15%, improving budget efficiency across multiple projects without sacrificing quality.