



Blessed Hartoebben

VISUAL DESIGNER
UX DESIGNER

Visual Designer with a strong background in user research, marketing and graphic design. A reverse engineering forward thinking mindset, good communication skills, and an eye for modern design principles makes me a valuable addition to any team.

CONTACT

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TECHNICAL

graphic design	user testing
responsive	logo design
web design	wire-framing
journey	sketching
mapping	ui design
photography	html
editing	css

SOFTWARE

adobe xd	slack
miro	brandfolder
adobe creative suite	github
procreate	vs code

EDUCATION

UNIVERSITY OF DENVER - 2021
Certificate in UX/UI Design

WASHBURN UNIVERSITY - 2007
Associates Degree in Graphic Design

WASHBURN TECH - 2004
Certificate in Graphic Design

EXPERIENCE

- 2018 • **AIMS COMMUNITY COLLEGE**
Graphic Designer - Marketing & Communications
Student Services | Administrative | External
Remote/Greeley, CO
 - » Corporate Brand - Worked closely with Brand Manager on Brand Audit and Brand Refresh project. Utilized knowledge of current brand standards to vet contractors, provide insight and help make decisions on brand updates and college-wide implementation.
 - » Graphic Design - Designed unified brand marketing pieces. Built relationships with internal departments to maintain good communication with Marketing. Which increased engagement at student events.
 - » Relationship Building - Served as a representative on the College Climate Survey Committee. Pivoted marketing materials and problem solved low participation in the survey which showed proven increases in survey participation by students, faculty, and staff. This work was recognized by the President of Aims Community College.
 - » Project Management -
Data Access Management System & Digital Sign Software: Vetted software companies and managed project timeline between internal and external teams. Collaborated to troubleshoot issues with IT and software companies to confirm compatibility with existing hardware. Built, beta tested, implemented and assisted with marketing of systems to internal staff and faculty. Developed easy-to-access brand toolkit for college-wide use.
- 2021 • **MILWAUKEE FILM PROJECT**
UX/UI Designer
Remote
 - » Developed user testing for current website, wire-framed a new concept for a better user flow, worked with my group members to develop A/B testing to see which designs worked better for the user, created a UI style guide, and designed a multi-page responsive website layout as a concept Milwaukee Film could move forward with.
- 2016 • **THE GREELEY DREAM TEAM**
2018 Administrative Assistant
Graphic Design | Social Media Marketing
Greeley, CO
 - » Created and executed brand refresh, updated all materials from stickers to a website refresh. Maintained social media. Planned and managed all events.
- 2004 • **EXPRESS CARD & LABEL**
2008 Flexography Pre-Press Graphic Designer
Topeka, KS
 - » Worked on pre-press design, proofing, and preparing documents for flexography printing. Created die-cast cuts for sticker print pieces. Maintained relationships with nationally known companies.