

# DEIRDRE O'CONNOR

## EXPERIENCE

### **The Iron Yard Coding Bootcamp UI/UX Design**

Graduated from a 3 month immersive course for UI design. Learned to work with HTML, CSS, sass, bootstrap, github, command lines, and more.

### **Arizona Outback Adventures Digital Marketing Coordinator & Outdoor guide (2016)**

Worked to engage clients in email marketing and social media campaigns. Strategized, created, and launched the companies first Instagram contest. The contest doubled our followers, and set up partnerships among four outdoors brands.

### **Anthropologie sales associate (2015-2016)**

### **Capstrat inc. (2012)**

Creative summer intern for a Communications firm in Raleigh, NC. Learned skills in office administration, blogging, and research while shadowing the creative and PR teams.

## HOBBIES

### **Adventure**

Hiked 1,200 miles of the AT with my dog in 2015, documented my experiences via photography and creative writing (see website)

### **Volunteer work**

Teaching coding to children, Red Cross member, donate time and money to causes advancing women's health and education.

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**RALEIGH, NC**

## SKILLS

- UI/UX design
- Adobe Creative Suite
- Social media
- Creative strategy
- Logo design
- Problem solving

## EDUCATION

**The Iron Yard,**  
UI/UX Design  
Raleigh, NC 2016-2017

**Appalachian State  
University,**  
BS in Communication  
Advertising, Minor in  
Fine Arts

Boone, NC 2014

**Massey University,**  
Fine Arts studies abroad  
Wellington, NZ 2014