

emma patton

ux designer + storyteller

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405.248.5851

education

Certificate of UI / UX Design

Austin Coding Academy, May 2019

M.S. Community + Regional Planning

University of Texas at Austin, May 2019

B.A. Communication Studies

Oklahoma Baptist University, 2017

Summa Cum Laude

skills

user experience design

branding

social media

Wordpress

Adobe Creative Suite

design thinking

visual design

html + css

Bootstrap

print design

publication layout

leadership

public speaking

honors

Rosalee Mills Appleby Award, 2017

SPJ Mark of Excellence, 2015

experience + projects

The Materials Lab - Brand Design

current

Managed web pages and Mailchimp. Grew Instagram engagement (@materials_lab) from 300 to 1000+ followers. Documented events and created content weekly.

Austin Coding Academy - UI / UX Design

current

Developed and designed a Wordpress website for a small videography business, Redbud Studio Videography. Custom coded an email marketing campaign using Mailchimp.

Visual Resources Collection - Social Media

spring 2018

Managed social media and blogging using Wordpress + Facebook. Initiated social media campaign to increase student engagement.

Alliance Transportation - Graphic Design / Data

summer 2018

Wrote planning document for State of Louisiana DOT and visualized data using Adobe Create Suite. Calculated transit dependent populations, designed online content and survey for community engagement.

The Washington Times - Journalism

summer 2016

Reported in the field, wrote front-page articles. Photographed events.

The Bison Newspaper - Print + UX Design

2014-2017

Managed reporters and publication layout, both in print and online. Built the first website for The Bison.