stephanie ausfresser

UX/UI DESIGNER | GRAPHIC DESIGNER

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education

UX Design Certificate
CareerFoundry | 2019

**Bachelor of Fine Arts,
Graphic Design Major**
Towson University | 2012

software

Sketch
Adobe XD
InVision
InDesign
Illustrator
Photoshop

skills

Competitive Analysis
Personas
User Journey / User Flow
Information Architecture
Wireframes
Prototypes
Visual Design

UX/UI designer with a background in graphic design. Passionate about creative and clean designs as well as utilizing problem solving skills to effectively identify and communicate issues to change and enhance websites.

experience

Webmaster & Graphic Designer
Jewish Community Center
July 2015–Present

- Conducted a competitive analysis and created a sitemap to rework the design and restructure the navigation of the current website; in the process of developing wireframes and collaborating with the developers
- Maintain the website of over 200 pages which includes daily events, schedules, and activities using Drupal
- Design all promotional email templates in Campaign Monitor, an average of 25 per month; researched and recommended the change to this email service provider for stronger designs and more informative analytics
- Created all design pieces for the launch of the J LIVE at the Gordon fundraiser including the logo, webpage, digital ads, postcard, invitation, poster, and banner
- Designed the brand for the Early Childhood Education Center and all material including the parent handbook, monthly calendar, postcard, and event flyers
- Initiated the revamp of email templates in Constant Contact to ensure mobile friendly use
- Collaborated with team members for reorganization and hierarchy of new website launch

Marketing Assistant
Calvert Education
May 2013–June 2015

- Developed and maintained ten school websites and landing pages in WordPress
- Constructed coding for weekly email marketing campaigns in HTML with inline style code
- Distributed all emails using WhatCounts Publicaster
- Researched email analytics and best practices which influenced marketing strategies
- Designed artwork such as postcards, newsletters, and web banners