

Amanda Ragusa

Senior Graphic Designer

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Accomplished Graphic Designer offering over 12 years of experience working with clients. Demonstrated success in project management, team leadership and schedule coordination. Fluent in Adobe Creative Suite software.



Work History

2019-09 -
Current

Senior Graphic Designer

Scrip Companies, Bolingbrook, IL

- Performed market research on industry trends and projected changes in digital era to capitalize on emerging opportunities.
- Provided insights such as branding, typography, composition, layout and color to successful marketing campaigns.
- Developed and organized timeline of projects such as brochures, trade show banners and catalogs.
- Strategically plan crucial information from PMs and sales team to create impressive designs start to finish.
- Improved Conversion Rate of dedicated emails by 15%.
- Communicate ideas, project specs and deadlines with design team.
- Grew Massage Warehouse Instagram following from 15 to 973 within 8 months through consistent posting and participating in giveaways with vendors.
- Developed, implemented and managed marketing and design for multiple landing pages with end user in mind.
- Streamlined operational processes and workflow to increase efficiency of team performance and resource allocation.
- Conducted usability testing and post-deployment evaluations to measure user experience success.
- Tracked and reported problems with site designs, providing remedial suggestions or referring issues to IT department.
- Provided customers with enhanced user experience on web by managing functionality repairs and deliver informative product landing pages through content and layout design.

2014-08 -
2019-09

Digital Production Artist

Scrip Companies, Bolingbrook, IL

- Managed design team, oversee hiring, training, and professional growth of employees.
- Actively engaged in customer service through social media, handled concerns quickly and escalated major issues to supervisor.
- Managed projects to keep on task for timely completion with contract employees.
- Increased brand awareness through creation of innovative print and digital productions for major publications.
- Increased conversion rates by 10%

2014-01 -
2018-12

Freelance Graphic Designer

Designs By Amanda, Joliet, IL

- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Developed print materials such as wedding invitations, programs, place cards, seating chart and wedding favors.
- Researched and decided on paper materials, supplies and professional printers.

2013-12 -
2014-08

Web Designer

OfficeMax, Naperville, IL

- Crafted website content and graphics by coordinating copywriting, and designing images, icons, banners and enhancements.
- Coordinated and scheduled content, designs and periodic updates to company website.

2012-04 -
2013-11

Web Designer

Officite, Downers Grove, IL

- Sales strategy to engage customers and present solutions to suit individual needs.
- Created mockup(s) when client purchased custom colors and worked with client until project was completed.
- Designed banners and modified photos in Photoshop per client requests.
- Assigned projects/e-mails to fellow colleagues, when assistance is needed.
- Answered up to 20 calls per day while focusing on daily design tasks.



Education

2006-08 -
2010-08

Bachelor Of Science: Graphic Design

Bradley University - Peoria, IL



Certifications

2020-01

Stress Management