

AMANDA RAGUSA

DIGITAL DESIGNER



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PROFESSIONAL OVERVIEW

Highly motivated Designer who is collaborative and demonstrates foundational graphic design, typography and layout. As a seasoned designer, I possess a meticulous attention to detail and bring subject matter expertise across multiple platforms such as web, print, events and social media. I remain flexible and stay organized to meet deadlines through consistent communication.

📁 WORK HISTORY

SENIOR GRAPHIC DESIGNER

2019 - Current

Scrip Companies, Bolingbrook, IL

- Performed market research on industry trends and projected changes in digital era to capitalize on emerging opportunities.
- Created and launched 50+ unique email campaigns each month.
- Improved conversion rate of dedicated emails by 15% through A/B testing designs and GIF animations.
- Strategically plan crucial information from project managers and sales team to create impressive digital campaigns.
- Implemented website banners and landing pages to increase sales and traffic.
- Created and adhered to branding standards guide for all campaigns.
- Implemented branding banners for social, display networks and affiliate programs.
- Grew Massage Warehouse Instagram following from 15 to 973 within 8 months through consistent posting and participating in giveaways with vendors.
- Streamlined operational processes and workflow to increase efficiency of team performance and resource allocation.
- Managed projects to completion ranging from website banners and digital ads to social media campaigns.
- Utilized my knowledge of typography and layout design on large scale catalogs with 300+ pages utilizing Adobe CC.
- Provided customers with enhanced web user experience on by managing functional repairs and delivering informative product landing pages through content and layout design.
- Managed small design team, oversaw hiring, training, and professional growth.

DIGITAL PRODUCTION ARTIST

2014 - 2019

Scrip Companies, Bolingbrook, IL

- Created and launched 30+ unique email campaigns each month utilizing Adobe Creative Cloud software.
- Increased conversion rates by 10% through new email templates
- Actively engaged in customer service through social media, handled concerns quickly and escalated major issues to supervisor.
- Updated Private Labels in Adobe CC Illustrator and InDesign.
- Managed projects to keep on task for timely completion with contract employees.
- Increased brand awareness through creation of innovative print and digital designs for major publications.

WEB DESIGNER

2013 - 2014

OfficeMax, Naperville, IL

- Crafted website content and graphics by coordinating copywriting, and designing images, icons, banners and enhancements using Adobe CC programs like Dreamweaver and Photoshop
- Coordinated and scheduled content, designs and updates to company website.

WEB DESIGNER

2012 - 2013

Officite, Downers Grove, IL

- Created sales strategy to engage customers and present solutions to suit needs.
- Created mockup(s) in Adobe CC Photoshop 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

BACHELOR OF SCIENCE: GRAPHIC DESIGN

2006 - 2010

Bradley University, Peoria, IL

SOFTWARE EXPERIENCE

Adobe Creative Cloud (Adobe CC): Photoshop, InDesign, Illustrator, Dreamweaver

E-mail Marketing Software: Bronto, Listrak, Marketing Cloud (Salesforce)

UI/UX: Figma

References are available upon request.