

## **Tiana Brown**

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### **Profile**

Graphic design specialist with 7+ years' experience managing the complete design process from concept to completion. Dedicated to improved user experience through visual design, using creative and innovative UX design principles. Skilled with Illustrator, InDesign and Photoshop, as well as web design applications, including HTML and CSS.

### **Professional Experience**

#### **Graphic Designer, Caramel Apple Consulting, Atlanta GA**

*July 2015 – Present*

- Work collaboratively with team of designers, web developers and client project staff to improve UX of website login and design for 10+ clients, improving user engagement and decreasing bounce rate
- Created cohesive brand identity, including custom logo and typography, for online gift company, leading to 30% increase in social media engagement and 20% increase in sales
- Provide art direction for photo shoots and edit images as needed using Adobe Photoshop

#### **Graphic Designer, Janet Grossi, Inc., Atlanta, GA**

*June 2013 – July 2015*

- Successfully translated production information into concrete design for marketing material, including newsletters, brochures, promotional material and website
- Consulted with members of product design team regarding making products user-friendly and visually appealing
- Work within constraints of existing branding and language guidelines while still creating innovative designs under strict deadlines

### **Education**

#### **Bachelor of Arts in Design Media Arts**

*University of California – Los Angeles, Los Angeles, CA September 2009 – June 2013*

### **Key Skills**

- Technical skills: Photoshop, InDesign, Illustrator
- Strong knowledge of digital marketing and design
- Excellent verbal and written communication
- Problem solving
- Collaboration

### **Certifications**

- UX Certificate, Bentley University, 2017