

MIA JENSSEN

Graphic Designer & Strategist helping brands *(on missions to better the world)* connect to their authentic communities

Freelance
Seattle, WA

Freelance UX & Graphic Designer

JUNE 2021 - CURRENT, SEATTLE

- Designed a responsive desktop and mobile website for Climate Solutions, including mood boards, UI elements, and 20 full-page design deck
- Meet with clients to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes
- Format designs and media for use in print & web applications
- Utilized Figma, Adobe UX, and Invision to design user-centered websites that maximized engagement and align with brand guidelines

Madewell
Seattle, WA

Visual Merchandiser

OCTOBER 2021 - JANUARY 2022, SEATTLE

- Managed interior and exterior of 1,500 square-foot of floor space, maximizing exposure of critical pieces and aligning with corporate visual merchandising guidelines.
- Contributed to the store winning Regional Sales Award for highest Black Friday sales through product merchandising, styling, and display support
- Ability to adapt visual direction to the stores' needs, layouts, and bestsellers, creating a dynamic, positive environment for customers
- Redesign and reconstruct shop windows, floor, and mannequins to reflect the seasons' latest trends, updating on a 3-week basis

Climate Solutions
Seattle, WA

UX & Website Designer (Contract)

FEBRUARY - APRIL 2021, SEATTLE

- Improved information architecture to better engage users and communicate clients services
- Established a concise content strategy to convey brand identity through clearly defined imagery and tone
- Communicated progress with the marketing team during weekly meetings
- Completed the design of a nonprofit website by wireframing 5 new pages across desktop and mobile

New York
Conservatory for
Dramatic Arts
Chicago, IL

Graphic Designer

MAY 2019 - JULY 2021, CHICAGO

- Developed and designed brand marketing material, including digital content, email newsletters, print materials, and social media content
- Led in the design, development, and implementation of our specialty 40th Anniversary logo.
- Assisted in growing the brand's primary social platform, Instagram, by 4% over the 18 months
- Produced design updates to modernize the branded marketing, including a new color scheme and typography

KrispyFringe
Vintage
Chicago, IL

Creative Marketing Intern

APRIL 2017 - AUGUST 2017, CHICAGO

- Increased conversation rate and traffic on KrispyFringe Merchandise outlets by designing web/social media promotions and marketing campaigns
- Assisted in analyzing and monitoring sales and revenue generation through online traffic
- Maximized eCommerce sales by merchandising newly launched products, managed customers payments, and filing the completed orders, resulting in a 5 star Etsy store review
- Ensured customer expectations while organizing collaborative pop-up events with local businesses and vendors.

EDUCATION

B.A. in Public Relations & Advertising

*B.A. in Geography
Minor in Art History
DePaul University
2013-2018*

*Certificate in UX Design
General Assembly
2021*

*Certificate in UX Design
UW 2021*

SKILLS

Adobe Creative Cloud
Attention to Details
Microsoft Office
Figma & Adobe UX
Wireframing & UI
Prototyping
Project Management
Branding
Copywriting
Color Theory

RECOGNITIONS

*Rank #1 Advertising Campaign
for Half Acre Brewery
DePaul University
2018*

*National Geographic
Photography Student
Expedition
London, 2013*