Helene G. Atkins
UI/UX Designer

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in www.linkedin.com/in/
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🎖 Maryland/Delaware/District
of Columbia Press Association
award winning e-mail design

APPLICATIONS
Adobe Animate, Dreamweaver, Illustrator, InDesign, and Photoshop. Figma, Miro, Mural, Jile (like Jira or Asana) and Microsoft Office Suite

PLATFORMS
Trello, ResponsiveAds, Clipcentric, Yieldmo, and Celtra.

SKILLS
Sorting out complex problems. Qualitative and quantitative research. Producing maps, charts, flows and diagrams. Design systems and personas. Wireframing and prototyping. Sketching and illustration. Responsive web design. HTML5, CSS, Bootstrap 4, and a little JavaScript and PHP.

PROFESSIONAL STATEMENT
Creative **user interface and user experience designer** with 10+ years of experience building designs from concept to completion. Experience encompassing UX and UI design include market and user research, mapping, diagramming, wire framing, prototyping, and user testing. Expert in coordinating and communicating with developers, copywriters, marketing teams and vendors located across the globe. Knowledgeable in typography, color theory, as well as layout. Capture and ensure the integrity of every user's experience and adhere to the personality of the brand. Able to stretch the boundaries of design and storytelling so brands stand out.

EXPERIENCE

TATA CONSULTANCY SERVICES | DIGITAL AND UI DESIGNER
October 2022 - Present
Produce proto personas.
Develop user stories and illustrate them into storyboards.
Map out user journeys.
Collaborate closely with stakeholders to translate design concepts into functional products.
Create design systems and components using Figma.
Draft wire frames and hi-fidelity, clickable prototypes using Figma.
Ensure that designs and color choices are ADA and WCAG compliant.
Ship final designs for development.
Design and layout content for print and digital media.
Write copy for various digital and print media.
Iterate and refine a marketing plan.

TRIBUNE PUBLISHING | DIGITAL DESIGNER
September 2012 - October 2022
Created responsive and standard digital products displayed on multiple devices.
Generated innovative concepts and rendered designs for multiple clients per year.
Animated advertisements in HTML5.
Designed the user interfaces for various web-based media.
Wrote code for responsive web forms, landing pages, and e-mails.

SANFORD KRAMER PLUMBING AND HVAC | MARKETING COORDINATOR / GRAPHIC DESIGNER
January 2012 - September 2012
Designed collateral for print ads and sales materials.
Wrote and designed content for e-mails, landing pages, company website, social media, and blog posts.
Managed social media/blog campaign and analyzed SEO/AdWords campaign results.

BREAKTHRU BEVERAGE GROUP | GRAPHIC SPECIALIST / ADMINISTRATIVE ASSISTANT
May 2007 - December 2011
Worked on a variety of print media.
Designed background themes and graphics for Power Point presentations.
Updated content on the corporate website using Share Point.
Produced charts, graphs, and illustrations to communicate sales and marketing data with Excel.
Created graphics for and edited videos using Adobe After Effects.

EDUCATION

MARYLAND INSTITUTE COLLEGE OF ART
MASTER OF PROFESSIONAL STUDIES
User Experience Design

TOWSON UNIVERSITY
BACHELOR OF SCIENCE
Digital Art and Design