

Colleen Wade

colleendesign.com
colleeneleanor1@gmail.com
412-480-5451

Freelance Designer & Illustrator

Remote, June 2022 - Present

- Design logos, brand systems, marketing content, product graphics, illustrations, and murals
- Manage multiple projects and timelines concurrently

Senior Designer Crypto.com

Remote, April 2022 - June 2022

- Designed large scale designs for brand sponsored events and AI-generated interactive installations
- Executed brand idea and campaign proposal decks

Creative Designer Burton Snowboards

Burlington, VT & Remote, June 2021 - April 2022
Production/ Designer (September 2019 - June 2021)

- Worked on the creative execution of marketing assets including all digital touch-points, social, print, and online + in-store experiences
- Researched and executed an updated PDP experience
- Created wireframes, storyboards, and user flows to effectively communicate interaction and design ideas
- Learned new skills as industry progressed
- Presented and defended designs and key milestone deliverables to peers and executive level stakeholders
- Established and promoted an updated style guide, best practices and standards
- Collaborated and implemented innovative solutions for the product direction, visuals and experience
- Directed marketing and product photoshoots

Freelance Designer Dearest Creative

Brooklyn, NY & Remote, August 2018 - August 2019
Graphic Design Intern (May 2018 - August 2018)

- Designed updated brand systems and website experiences for design and publishing agencies

Penn State University

Bachelor of Design
Minor of Photography
GPA, 3.7
Graduated 2019

SuperHi

User Experience Design Course
July 2020

Skills

Programs & Creative, Adobe Creative Suite, Figma, Typography, Illustration, HTML & CSS, UI Design, Branding, Animation, Video Editing, Art Direction, Studio Photography

Interpersonal, Positive Attitude, Attention to Detail, Problem Solving, Public Speaking, Communication, Teamwork & Collaboration, Listening, Leadership