

# micaela berry: ux designer

## I'm Micaela and I am an aspiring unicorn aka ux designer.

I have a Bachelor's Degree in Graphic Design and I recently graduated from an accelerated software development bootcamp to enhance my programming knowledge and skills. I found myself enthralled with the web technologies and user application side of my responsibilities which led me to explore the technical side of the design field. I have extensive experience as a Graphic Designer where I implemented marketing, graphic design, and web strategies. I am interested in learning new things, continuing to grow as a developer, and collaborating with creative people.

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## • Technical Inventory •

Java • JavaScript • HTML • CSS •  
Bootstrap • MVC Frameworks •  
Adobe Creative Suite •  
Responsive Design / Mobile •  
Structured Query Language  
(SQL) • Spring • Hibernate •  
Wordpress • Object-Oriented  
Programming • Git / GitHub •  
CPanel • Agile • Scrum •  
Microsoft Office •

## • Professional Skills •

User Experience Design •  
Organized • Motivated • Strategy  
• Problem-solving • Work Ethic •  
Flexible • Collaborative •  
Leadership • Self-directed •  
Problem Solving • Multi-tasking  
• Passionate • Communication  
Skills • Researching Technology  
Trends • Teamwork •  
User-Centered Design

## • • • Notable Projects • • •

**Aria VI:** Collaborated on a agile development team to build a "Choose Your Own Adventure" graphic adventure game. The languages include Java, JavaScript, HTML, CSS, Responsive Web Design, Database, UI / UX, Wireframes, and Spring MVC.

**Virtual Pets Run Amok:** The software development program used for this project was Java. Some of the problem solving and hands-on skills required were: loops, introducing new methods & editing existing methods, array lists and maps, constructors, unit testing, user input and models. Worked with software version control systems like GIT.

**Little Black Book of MWR:** Research, design and coordinated with MWR facilities to promote MWR activities and awareness among associates, military members, and their families. Over 5,000 books were distributed and web traffic increased by 23%. The Graphic Design programs used on this product were Adobe Illustrator, Adobe InDesign, and Adobe Photoshop.

## • • • Education & Training • • •

We Can Code IT  
**CERTIFICATE OF SOFTWARE DEVELOPMENT, 2017**

Ohio University  
**BFA, GRAPHIC DESIGN, 2009**

## • • • Work Experience • • •

Defense Supply Center of Columbus

**Morale, Welfare and Recreation (MWR) Marketing Assistant and Graphic Designer (2012 - 2016)**

*Worked with MWR team to develop effective marketing plans including publicity, promotional strategies, print / web material, & campaigns. Evaluate and used decision making skills, interpret and understand client requirements, progress and recommend alternative methods to accomplish objectives, achieve business objectives*

★ Maintained and developed new web content for dscmwr.com utilizing Wordpress and CPanel. Utilized decision making skills, time management, design concepts, cross browser testing, and solutions. Increased unique website visits by 25% and returning user website visits by 20% while managing up to 30 active marketing requests.

★ Created and designed Marketing/Multimedia materials to promote DSCC MWR special events, programs, seminars and operations and report the results of user experience and needs concerning the efficiency and effectiveness of MWR's facilities operations.

★ Reported ROI analytics for social media accounts (Facebook/Twitter), special events, and dscmwr.com websites using Wordpress, CPanel, and Survey Monkey which increased unique website visits by 23% and cost effective plans.

*Special Recognition: Received March 2014 Associate of the Month for Defense Logistic Agency (DLA) Installation Support at Columbus.*

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**Freelance Graphic Designer (2009 - 2017)**

*Designed brand manuals, marketing material, visual design business cards, logos, flyers, wedding invitations and related print items for health care companies, fitness related businesses, event planners, and individual client(s)*

★ **Columbus Healthcare & Safety Consultants:** Created wireframing and webpage styling with HTML and CSS, branding manual, base logo, business cards, letterhead, marketing folder, and detailed 12-page brochure.

★ **Peace Free Lutheran Church:** Developed welcoming visitor package including an informational brochure, business card, event brochure, bookmark, logo design, and a Mission Brochure.

★ **VR Fit :** Created logo, business cards, letterhead, marketing promotional materials, postcards, and mailers for a Virtual Reality Fitness experience to help individuals participate, stay fit and lose weight