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PATIENCE
WOOLRIDGE

HAVEPATIENCE.DESIGN@GMAIL.COM

EXPERIENCE

Thesis Agency | *Fall 2021 - Summer 2025*

DESIGN LEAD : Coached and lead designers in creating and delivering exceptional work in digital marketing for the world's largest supplier of athletic shoes and apparel. Also served as co-chair of employee resource group and creatively directed several campaigns for both internal and external endeavors.

Malik Media LLC | *Summer 2017 - Summer 2020*

ART DIRECTOR : Lead all creative work for start up working with other smaller companies, nonprofits, and various organizations, including but not limited to branding, web design & development, and a litany of other general graphic design needs for marketing collateral.

SerpicoDEV | *Fall 2018 - Fall 2019*

UI/UX DESIGN LEAD (FREELANCE CONTRACT) : Created flow diagrams, wireframes, and well polished interfaces to enhance overall user experience with software, apps, and websites for entrepreneurs and startups. Also managed designers and developers across several countries to get projects across the finish line.

RED Interactive | *Summer 2018*

GRAD SCHOOL INTERN : Collaborated with art directors and other designers on high-level, national campaigns and pitches for big name clients like HBO, ESPN, and Samsung.

Arizona State University | *Fall 2017 - Fall 2019*

DESIGN MANAGEMENT INTERN : Created collateral artwork for Herberger Institute for Design and the Arts with an emphasis in printed material for campus events, as well as weekly emails while managing own grad school courses.

Pure Romance | *Summer 2015 - Spring 2017*

UI DESIGNER : Drafted concepts and designs for responsive emails, mobile applications, microsites, and other web-based products. Also detailing and editing product photography for both printed catalogs and online shopping.

SPECIALTIES

MAINLY:

- Branding, Visual Identity
- Web
- UX (including research)
- UI (including mobile)

BUT, ALSO:

- Data Visualization
- Front End Dev (HTML/CSS)
- Motion Graphics
- Packaging/Print

SKILLS

MAINLY:

- Adobe CC
- Figma
- WebFlow

BUT, ALSO:

- Microsoft Office
- Google Workspace
- Sketch

EDUCATION

Master of Visual Communication Design

ARIZONA STATE UNIVERSITY : Herberger Institute for Design and the Arts

- Teacher's Assistant, Graphic Design History I

Bachelor of Science in Design in Digital Design

UNIVERSITY OF CINCINNATI : College of Design, Architecture, Art, and Planning

- Golden Key International Honour Society, Chapter President
- Resident Advisor
- Darwin T Turner Scholarship
- Cincinnati Scholar