

AHNIKA PRUITT

JR. GRAPHIC DESIGNER



937.450.1255



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Columbus, Ohio



ABOUT

Creative and versatile designer with over 5 years of experience in graphic design and 1.5 years in web design, specializing in branding, UX, and conversion optimization. Proven ability to bring fresh, user-focused solutions to both print and digital spaces. Skilled in conducting CRO research and auditing client websites to drive improved engagement and results. Currently completing a Bachelor's degree in Design Leadership at The Modern College of Design (graduating December 2025), with an Associate degree already earned. Google UX Design Certified through employer-led training. Passionate about impactful, original work that balances strategy with creativity.

EDUCATION

2020 - 2023

Applied Business In Design

The Modern College of Design

2023 - 2025

Design Leadship

The Modern College of Design

SKILLS

Graphic Design

Web Design

Digital Marketing

UX/CRO

Business Planning

INTERESTS

Arts/Crafts

Crocheting

Video Games

Camping & Traveling

WORK EXPERIENCE

Jr. Web Designer

Greenbaum Stiers Strategic Marketing Group

2023 - Present

- Design and build responsive websites for clients primarily in the construction and home services industry, aligning visuals and structure with branding and marketing goals.
- Collaborate with developers and strategists to implement functional, conversion-optimized design solutions using WordPress and custom-coded elements.
- Conduct CRO (Conversion Rate Optimization) audits to identify friction points and enhance user experience across client sites.
- Apply data-driven design decisions to improve site performance and lead generation.
- Support front-end development tasks and troubleshoot design inconsistencies across browsers and devices.
- Work closely with internal teams to maintain project timelines, ensure quality standards, and adapt designs based on client feedback and analytics

Graphic Design Intern

United Theological Seminary - Trotwood, Ohio

May, 2022

- Collaborated with the internal design team to create marketing materials, including brochures, print ads, and digital assets for institutional events and programs.
- Designed and published a WordPress landing page as part of a web content refresh initiative.
- Participated in weekly team meetings to align project priorities and incorporate feedback into design iterations.
- Applied design principles learned at The Modern College of Design in a real-world, client-facing environment focused on clarity, communication, and visual consistency.

Graphic Designer

Slick Sleek Apparel - Dayton, Ohio

July 2020 - May 2021

ADDITIONAL SKILLS

Project Management

Front-End Development

Print Production

Photography & Video Editing

Time Management

Customer Service

Independent Learning

PROGRAMS

Adobe Creative Suite - XD, Photoshop, Illustrator, InDesign, Light Room, Premier, Adobe Express, Canva, Figma

Microsoft - Word, Excel, powerpoint

WordPress - Divi, Elementor

CERTIFICATIONS

2024

UX Google Certification

Coursera, professional training program

LANGUAGES

English

Japanese

- Sole designer responsible for creating custom graphics for apparel, branding, packaging, and social media under direct training from the business owner.
- Collaborated with customers to develop personalized designs, ensuring their ideas were brought to life with accuracy and creativity.
- Managed all aspects of production—from artwork setup and operating printing equipment to packaging and shipping orders.
- Gained hands-on experience in both client-facing communication and end-to-end creative execution in a fast-paced small business environment.

Fulfillment Associate

Amazon - West Jefferson & Lockbourne, Ohio

May - Sept. 2021
April - July 2022

- Operated in a high-volume warehouse setting to pick, pack, and ship customer orders efficiently and accurately.
- Maintained quality and speed standards while adapting to evolving workflows and technology.
- Demonstrated reliability and strong time management during back-to-back seasonal employment periods.
- Gained experience in structured team environments and time-sensitive task execution.

Independent Housekeeper

Self-Employed – Dayton, Ohio

June 2020 to May 2021

- Provided reliable, detail-oriented residential cleaning services for private clients.
- Managed scheduling, communication, and payments independently, demonstrating strong organizational and customer service skills.
- Built trust with repeat clients through consistent quality and professionalism in a self-directed environment.

Team Lead/Sandwich Artist

Subway (Family-Owned Franchise) - Springfield, Ohio

2016 - 2024

- Worked in a fast-paced food service environment starting at age 14, supporting daily operations including food prep, register management, and customer service.
- Played a key role in maintaining store cleanliness, stocking inventory, and assisting with opening and closing duties across multiple locations.
- Gained strong interpersonal and multitasking skills while contributing to a family-run business with high expectations for quality and reliability.
- Developed a strong work ethic and sense of responsibility from a young age, balancing work with school and design studies.

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TO WHOM IT MAY CONCERN

HELLO !

My name is Ahnika Pruitt, and I am a graphic and web designer with over five years of experience in creative design and a strong focus on user-centered solutions. I am currently completing my Bachelor's degree in Design Leadership at The Modern College of Design, with graduation expected in December 2025. I also hold a Google UX Design Certificate earned through employer-led training.

Throughout my professional journey, I've worked in a variety of creative roles—from branding and print production to web design and conversion-focused UX audits. Most recently, I've been working as a Junior Web Designer at Greenbaum Stiers Strategic Marketing Group, where I specialize in websites for construction and home service clients. I've conducted CRO research, led design implementation, and collaborated on development projects that directly improve client results.

I bring to every role a strong work ethic, a love for problem-solving, and a passion for creating work that feels both impactful and original. I'm always seeking opportunities to grow, contribute to meaningful projects, and help bring brands to life in fresh, effective ways.

Thank you for your time and consideration. I would welcome the opportunity to discuss how I can bring value to your team.

Sincerely,

Ahnika :)