

SUSAN DENSA

Visual Designer, UI/UX

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🌐 www.cmkchicago.com

★ Chicago, IL

EDUCATION

Loyola University Chicago

Bachelors in Arts and Sciences, May 2007

Concentrations: Visual Comm./Advertising PR

SKILLS

Branding & Identity

Content Creation

HTML/CSS

Management

Prototyping

User Interface Design

User Experience

Visual Design

SOFTWARE PROFICIENCY

Figma ★★★★★

Illustrator ★★★★★

InDesign ★★★★★

Jira ★★★★★

Lightroom ★★★★★

Miro ★★★★★

Photoshop ★★★★★

Sketch ★★★★★

Trello ★★★★★

Wordpress ★★★★★

EXPERIENCE

Lead Web Designer, Brand Creative | Sprout Social

Chicago, IL | June 2018 - present

Sr. Web Designer, March 2019 - March 2020 | Web Designer, June 2018 - March 2019

Lead design and marketing strategy on all Sprout Social web projects with visual designers and stakeholders. Collaborate with visual design team to maintain Sprout's brand integrity on and offline. Responsible for creating and maintaining sproutsocial.com's design standards as well as the creation and maintenance of the design system component library in Figma. Mentor other designers on working within the defined web processes and partner with dev in building consistent and user-friendly experiences for customers.

UI/UX Designer, Technical Engineering | SingleHop

Chicago, IL | July 2017 - June 2018

Lead product UI/UX Designer on the desktop platform and mobile app for the SingleHop AI software. Collaborated with product owners and dev team to develop the platform based on internal and external user needs, created and maintained the platform's pattern library, and partnered with marketing to inform current and future customers of platform benefits and features.

UI/UX Designer, Employer Site and E-commerce | CareerBuilder

Chicago, IL | October 2016 - July 2017

Collaborated with product owners to design interactive elements for both marketing site and e-commerce platforms. Responsible for managing design integrity with both front-end and full stack development team.

Graphic Design Contractor | Discovery Education

Chicago, IL | September 2014 - October 2019

Art Director, Branding & Communications | CareerBuilder

Chicago, IL | January 2015 - October 2016

Sr. Graphic Designer, Marketing | CareerBuilder

Chicago, IL | September 2010 - January 2015

CAPABILITIES

- + Lead creative discovery and research for new products and pages
- + Execute all visual design stages from wireframe concepts to delivering site assets and redline documents to dev team
- + Assist in coordinating & implementing design feedback from user testing and focus groups for optimal performance
- + Develop a new style base that integrates with existing brand guidelines and work closely with front-end developers to establish pattern library in order to promote visual consistency throughout all products
- + Experience working in Agile/Scrum development sprints and delivering feedback to devs before final products reach key stakeholders for approval

MISH-MASH

- + Winner of the Sprout Social Marketing Team Above & Beyond Award 2021
- + Winner of the Sprout Social Marketing Team Everyday Greatness Award 2020
- + Co-moderator of Chicago Instagram Community, @tigersChicago
- + Winner of the CareerBuilder Diamond Club Award 2014