




# ELEANOR MCKINLEY

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I am a seasoned designer with over eight years of dedicated experience in the field of web design and development. My expertise lies in crafting tailor-made websites and print materials, driven by my passion for collaboration and finding the best way to meet each client's distinct vision and branding objectives. Leveraging my comprehensive background in front-end development and SEO, I approach every project with a holistic perspective, ensuring seamless integration of design and functionality from inception to completion.

## EDUCATION

### University of Wisconsin-Stout

BFA in Graphic Design & Interactive Media (2017-2022)

## CAPABILITIES / SKILLS

### PERSONAL

- Intrinsically motivated
- Process-oriented
- Collaborative
- Organized
- Determined
- Creative approach

### PROFESSIONAL

- Report writing
- Guide writing
- Task timing & documentation
- Communication between all departments

## ADDITIONAL SKILLS

### SOFTWARE

- Adobe Photoshop
- Adobe XD
- Adobe InDesign
- Adobe Experience Manager
- Adobe Illustrator

### PLATFORMS

- Adobe Photoshop
- Adobe XD
- Adobe InDesign
- Adobe Experience Manager
- Adobe Illustrator

### PROGRAMMING LANGUAGES

- HTML & CSS
- JavaScript

## REFERENCES

Available upon request.

## EMPLOYMENT

### Plaudit Design

**LOCATION:** St. Paul, Minnesota (Remote Position)

**EMPLOYMENT:** July 2021 - Present

**TITLE:** Web Designer

**RESPONSIBILITIES:** Designing websites, landing pages, and print materials based on specific client needs, branding, and individual company goals for a diverse client base. Working with clients directly to meet specific needs.

### TDS Telecom

**LOCATION:** Madison, Wisconsin (Remote Position)

**EMPLOYMENT:** March 2021 - July 2021

**TITLE:** Front End Web Design Intern

**RESPONSIBILITIES:** Designed webpages and landing pages, updated content and images on existing website pages, and used HTML & CSS to build responsive website pages that fit with the already established brand of the website. Worked with clients directly to meet specific needs of individuals as well as a variety of departments.

### JB Systems

**LOCATION:** Eau Claire, Wisconsin (In-Person Position)

**EMPLOYMENT:** February 2016 - March 2021

**TITLES:** Graphic Design Intern (2016-2018) | Junior Front-End Developer & Junior Digital Marketing Consultant (2018 - 2021)

### RESPONSIBILITIES:

**Graphic Design:** Designed website pages for existing and new websites, rebranded websites following brand guidelines. Edited website images and designed icons, social media ads, billboards, and brochures. Organized website content and website imagery.

**Front End Development:** Used HTML and CSS to create website pages, modals, callouts, responsive styling, and rebrand websites. Updated email submissions and form fields on preexisting forms. Tested new website forms, form builders, e-commerce site functionality, admin tools, and responsive styling. Worked in WordPress to update websites, plugins, and designs.

**Digital Marketing:** Tracked website search engine keyword rankings and Google Analytics, also wrote meta titles & descriptions, image alt text, heading tags, and content to follow SEO guidelines.