



Gina Burks

UI / UX

Professional

Accessibility

Champion

Mid-Senior Level

Ginativadesigns.com
Ginativadesigns@gmail.com
linkedin.com/in/ginaburks/
Dublin, OH 43016
614.493.7794

Education

Columbus State-Associates Of
Applied Science: Interactive
Multimedia

Art Institute of Pittsburgh-
Bachelor of Arts & Science:
Web and interactive Design

Awards:

Employee of the Quarter 2015 &
2016-Franklin County Data Center

Professional Summary

Experienced Senior Designer committed to designing accessible and inclusive products. Specializing in visual storytelling, content creation, and user experiences. My career goal is to lead in helping industries of all kinds, navigate their web presence, and optimize their products. I love working with teammates, partners, and customers to bridge relationships offer mentorships, and create collaboration!

Ginativa Designs~ Owner / Designer: 2005-Present

- **Web Designer/Developer:** Architect user-friendly websites employing UI/UX best practices, CMS platforms, and coding languages such as HTML, CSS, and JavaScript. I leverage continuous research to integrate innovative features and customize graphics, ensuring engaging interfaces for optimal user experiences.
- **Marketing:** Develop and execute forward-thinking marketing strategies to drive business growth and expansion. Established and executed strategic objectives, harmonizing the company's mission, values, and vision. Expertise in email marketing and SEO methodologies, dedicated to enhancing customer retention and engagement for sustained success.
- **Project Management:** Lead customer-facing design strategy initiatives, including conducting user research, gathering feedback, and translating insights into actionable design.

OCLC ~ Senior Experience Designer 2022-2024

- **UI:** Using an in-house Design System, I crafted graphic design assets that followed branding guidelines, optimizing existing user interface designs to enhance usability, performance, and accessibility requirements. As a senior UI designer, I was part of the legacy modernization project, where I improved navigation structure, page layouts, and visual elements using React and Material Design.
- **Customer Relations:** Interacted directly with clients to gather feedback on user experiences, conduct usability tests, and analyse user data to inform design decisions. I also assisted in resolving customer inquiries, ensuring a positive overall experience.
- **Project Management:** I managed a small web project, a portal for students to explore books in the Netherlands. I worked with Project Analysts, developers, and Architects. I was responsible for planning, scheduling, and coordinating meetings, as well as leading design iterations.
- **UX:** Collaborated with researchers, product management, and development teams to define and implement innovative solutions for the product direction, visuals, and user experience. Developed wireframes, storyboards, and user

Certifications:

Adobe: Certified Professional-Visual Design

Figma Academy: Certificate of completion

Interaction Design Foundation:

- Mobile User Experience Design
- Interaction Design for Usability
- Complex UI Design Practical

Masterclass Certificates:

- Learning Experience Design: How to Create Powerful Learning Journeys
- Accessible and Inclusive Design Patterns
- Complex UI Design: Practical Techniques

flows to communicate interaction and design ideas effectively. Identified opportunities for improvement in current systems by performing audits.

Franklin County Data Center ~ Web Design Lead / Marketing Specialist: 2016-2022

- **Web Design/Development:** I was involved in every aspect of the design process, from user experience (UX) strategy and prototyping to the creation of pixel-perfect final designs that lead to proof of concepts for a website modernization project to help our clients easily control the content. I Designed and coded 40 websites in Kentico (CMS. Net, ColdFusion). To ensure we were not just replacing the code I researched emerging technologies to implement new features on existing sites—evaluated website functionality across multiple browsers to ensure compatibility. Updated and monitored existing website assets, links, and content.
- **Marketing:** I designed digital and print marketing materials, including photography and video production, for media/PR events using Adobe Suite products to execute.
- **Customer Relations:** I planned and provided CMS Customer Training (Kentico). I updated technical and design website issues using ServiceNow. I also constantly contacted and engaged with county officials to ensure that their web information was accurate and timely for our constituents.
- **Project Management:** Managed web projects from start to finish, including gathering requirements and interviewing clients. Used accessibility tools to help build inclusive websites or enterprise web applications. Enforced website standards for visual and design integrity. Implemented search engine optimization techniques to enhance website visibility, and ensuring timely completion.

SKILLS

Figma, Adobe Creative Suite, Miro, Accessibility Design, UX Design, UI Design, Web Design, Marketing, Branding, Analytics, Accessibility testing, SEO, Digital Advertising, Video Production, Storytelling, Graphic Designs, Content Creation, Dreamweaver, HTML5/CSS3 Bootstrap 3, Kentico 11, Microsoft Visual Studio, Project Management, Customer Relations, Work-Life Balance.