



Gina Burks

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PROFESSIONAL SUMMARY

Experienced Senior UI/UX Designer committed to designing accessible and inclusive products, through 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. Working with teammates, partners, and customers to bridge relationships offer mentorships, and collaboration, is at the heart of why I design.

CURRENT PROJECT

Volunteering at Catchafire ~ Graphic / Web Design: Presently

Website Audit: I analyzed the existing website to find ways to optimize the user experience. I am providing mockups of the updated layout, with simple CTA's, enhancements to the color scheme, and imagery. As well as providing copy and form accessibility rules. **Graphic Design:** I am creating a new logo/brand presence and producing social media/website graphics for marketing.

EXPERIENCE

Ginativa Designs ~ Owner / Designer: 2005-Present

- **Web Designer/Developer:** Craft 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:** Orchestrate forward-thinking marketing strategies to propel business expansion. Established and executed strategic objectives, harmonizing company mission, values, and vision. Expertise in email marketing and SEO methodologies, dedicated to enhancing customer retention and engagement for sustained success.
- **Project Management:** Leading customer-facing design strategy initiatives, including conducting user research, gathering feedback, and translating insights into actionable design.

OCLC ~ Senior Experience Designer 2022-2024

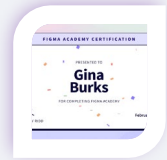
- **UI:** Using an in-house Design System, I crafted graphic design assets following branding guidelines, optimized existing user interface designs to enhance usability, performance, and accessibility requirements. As a senior UI, I was part of the legacy modernization project: I improved navigation 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 analyze user data to inform design decisions. I also helped resolve 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, coordinating meetings, and 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 flows to communicate interaction and design ideas effectively. Identified opportunities for improvement in current systems by performing audits and developed interactive prototypes using Figma that demonstrated usage scenarios of proposed designs.

CERTIFICATIONS



Interaction Design Foundation:

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



Figma Academy:

- Certificate of completion



Adobe Creative Suite:

- Certified Professional

EDUCATION

Columbus State Community College: Associate of Applied Science: Interactive Multimedia Technology - 2003

The Art Institute of Pittsburgh: Bachelor of Arts & Science: Web and Interactive Design – 2013

AWARDS

Employee of the Quarter: Franklin County Data Center – 2015 and 2016

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 creating pixel-perfect final designs that led 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 and evaluated website functionality across multiple browsers to ensure compatibility. I also 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.

ScreenPlay ~ Graphic Design / Web Design: 2014-2015

- **Web Designer:** I produced custom Interface layouts and designs for Web-based applications. I also produced animations, audio, video, and other multimedia elements to enhance the user experience and create interactive web experiences. I edited digital images to improve the products' overall look and feel. I balanced creativity and technical requirements to achieve objectives. I developed multimedia presentations for technical manuals, literature, and slide shows.
- **Graphic Designer:** I enhanced product concepts with visual storytelling, encompassing brand values, for print and digital display. I executed this using Adobe Creative Suite.

BestTransport ~ UI Designer / Marketing Specialist: 2012-2014

- **Web Designer:** Produced custom Interface layouts and designs for Web-based applications. Designed and developed newsletters and emails for marketing using HTML/CSS. Aligned with QA-UAT testing results to enhance user experience, CTR, and functionality improvements.
- **Marketing / SEO:** Tracked and implemented SEO using Google Analytics to improve web presence and user retention rates. Managed and coordinated multiple marketing projects with product owner, while ensuring timely completion.

SKILLS

