

OBJECTIVE

My goal is to lead cross-industry efforts to promote accessibility-first design. I thrive in fast-paced environments that value leadership, teamwork, and mentorship.

CONTACT

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[GinaTiva Designs](#)

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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

SKILLS

Figma, Adobe Creative Suite, Miro,
Accessibility Design, UX Design, UI
Design, Web Design, Marketing,
Branding, Analytics, 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.

CERTIFICATIONS

Interaction Design Foundation:
• Mobile User Experience Design
• Interaction Design for Usability
• Complex UI Design

Figma Academy:

- Certificate of Completion

Adobe Creative Suite:

- Certified Professional

AWARDS

Employee of the Quarter:
Franklin County Data Center

Gina Burks

UI/UX Design Accessibility Champion | Helping companies incorporate accessible design practices into their products | Web Content Creator | Creative Direction | Branding & Storytelling | Local and Small Business Advocate

PROFESSIONAL EXPERIENCE

Senior UI/UX Designer OCLC, 6/2022-1/2024

I contributed in designing components for OCLC's Design System, using Figma, React and Material framework. These components were used in redeveloping existing interfaces to enhance usability, performance, and accessibility requirements, optimize navigation structure, page layouts, database tables, forms, and information architecture.

I collaborated with internal and external teams, including Product Analysts, managers, and developers. As part of the Experience team, I contributed to leading the UI architecture overhaul for WorldShare, a global enterprise application used by libraries and universities. I defined and implemented innovative solutions for the product direction, visual design, and user experiences. I transformed wireframes and UX strategies into created high-fidelity, interactive prototypes using Figma.

SKILLS: User Interface · Front-End Design · Digital Media · User-centered Design · Content management system (CMS) · Web Applications · Prototyping · Critical Thinking · Web Design · Interaction Design · Wireframing · Communication · Project Management · Creative Direction · Process Flow Documentation · User Experience (UX) · User Experience Design (UED) · User Experience Testing · User Acceptance Testing.

Web Design Lead & Marketing Specialist, The Franklin County Data Center, 6/2015-6/2022

Led the design process; produced business analysis, design requirements and interviewed clients to gain product knowledge. Researched emerging technologies to implement new features on existing sites, user experience (UX) strategies and (UI) prototyping; creating designs that lead to proof of concepts for a website modernization project, where I designed/developed 40 county websites in Kentico (CMS. Net, ColdFusion).

Evaluated website functionality across multiple browsers to ensure compatibility. Used accessibility tools to help build inclusive products, enforcing website standards for visual and design integrity. Implemented SEO techniques to enhance website visibility. Planned and provided Kentico Customer Training. Consistently contacted and engaged with county officials to ensure that their web information was accurate and timely for our constituents.

I designed digital and print marketing materials, including photography and video production, for media/PR events using Adobe Suite products to execute.

SKILLS: User Interface Design · Front-End Development · Visual Studio · Microsoft Office · Content management system (CMS) · Prototyping · Critical Thinking · Web Design · Interaction Design · Project Management · Customer Engagement · SEO · Photography · Creative Direction · Graphic Design · Content Creation · User Experience Design (UED) · Digital Marketing · Graphics · User Experience Testing ·