

Aleah Niemczyk

UI / GRAPHIC DESIGNER + WEB DESIGNER

 aleahnemczyk@gmail.com

 (612) 524-8727

 aleahnemczyk.com / shakewebdesign.com

What I Do Well...

HARD SKILLS

- Expert in Adobe Creative Suite—Illustrator, Photoshop, InDesign
- Figma
- WordPress
- HTML/CSS
- Slack
- Asana
- Proficient in motion design software including Premiere Pro

What You'll See in Me...

SOFT SKILLS

1. Organized and enthusiastic worker.
2. Strong command of the fundamentals of typography, layout and color.
3. Excitement to brainstorm, conceptualize, and pitch designs.
4. Over-communicator of progress toward deadlines.
5. A keen eye for details. No, really.
6. Desire to collaborate with a creative team to maintain quality and consistency.

The Bonus...

INDUSTRY EXPERIENCE

- Healthcare
- Education (K–12 and Higher Ed.)
- Business Consulting
- Technology and Startups
- Finance and Law
- Outdoor Retail
- Real Estate

EDUCATION

GPA: 3.8 / 4.0

Bachelor of Fine Arts, Studio Art

University of Minnesota Duluth

Digital Arts & Photography Emphasis
with a minor in French

January 2017 – Present

Founder / Web Designer / Shake Web Design

Provide website and brand development for new and growing businesses. Web projects include redesigns, WordPress development, and regular maintenance. Branding projects include custom logo design, brand identities, and digital and print assets.

Clients include: **American Cancer Society, Clarsynt AI Strategy, Tolson Business Consulting, Dr. James Yu**

August 2015 – Present

Freelance UI / Graphic Designer + Web Designer

Long-term clients include:

Brandwell.co / Creative Agency

As UI and web maintenance provider, tasks involve regularly making suggestions for client sites. Improvements include changes to site architecture, redesign, and SEO.

Beta and Twin Cities Startup Week / Startup Incubator

As lead designer for an accelerator program and annual event, projects include event branding, social media templates, sponsorship documents, and presentations for investors and key stakeholders.

E-Therapy / Online School Therapy Provider

As part-time designer and brand specialist, tasks involve upholding a rebrand through changes to web design, brochures, tradeshow displays, and presentation decks.

Agili Personal CFO / Financial Advisor

As graphic and web designer, tasks include making regular improvements to the website, headshot photo editing, and designing print and interactive infographics.

November 2016 – March 2017

Graphic Designer

Collegis Education / Marketing Agency

Supported higher education clients and the agency with digital and print assets including out-of-home advertising, web graphics, UI, and e-mail marketing.

January 2016 – November 2016

Graphic Designer/Multimedia Specialist

Siteimprove / SaaS Company

Projects include video case studies, event branding (website, print invitations, displays), and supporting sales literature. Managed all aspects of a global website and microsites.

October 2014 – December 2015

Graphic Designer + Brand Manager

BoomBoom Prints / Startup

As sole designer, projects include brochures, print and online ads, web design, and product photography. Spearheaded areas of our marketing strategy—including PR outreach and assisted with social media and e-mail marketing.

September 2012 – October 2014

Marketing Manager

Nicros & Vertical Endeavors / SMB

Executed marketing strategies for 5 climbing gyms and a climbing wall manufacturer—including ad buying, e-commerce website maintenance and trade show coordination. Designed print materials including brochures, stationery and program promotions. Managed the social media schedules.

References available upon request.