

AMANDA RAILA

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PROFESSIONAL EXPERIENCE

CONTRACT UI/UX WEB DESIGNER

June 2009 to Present

- Web design, SEO, marketing - Indy Soft Water indysoftwater.com and bottlefreeindy.com
- Designed & developed WordPress event calendar website with Eventbrite integration – Network Before Work networkbeforework.com
- Designed Photoshop website UI mockups from Creative Briefs – FuneralNet (various end clients; see [Behance design portfolio](#) as jobs are still in development)
- Redesigned website UI to improve user experience – Dunbar Dentistry www.dunbardentistrypc.com
- Designed band fan engagement website – The One Drops www.theonedrops.com
- Redesigned website UI and event registration process for Lions Club fundraiser – www.lionspoker.org

SR. WEB DESIGNER & PRINT SPECIALIST

March 2005 to Aug. 2011

Graphicsland, Inc. – Tinley Park, IL

www.makesigns.com - www.makestickers.com - www.makepins.com - www.graphicsland.com

Designed large-scale interactive, “Design Your Own Online” product websites for printing company.

- Coded website front-end with HTML and CSS in Visual Studio ASP.NET environment
- Created Balsamiq wireframes and low-fidelity HTML prototypes to communicate user flows with development team and test use cases (i.e. Browse & customize templates, Save a design for later, etc.)
- Worked with programmers to combine technology solutions with live user experience prototype
- Designed UI mockups in Photoshop
- Worked with company owner for proper brand alignment, messaging, business intent and objectives

Designed sign templates and prepped scientific poster files for printing from PowerPoint and PDF.

- Experience working with cross platform compatibility issues with file formats

Improved User Experience

- Curated vector logo directory to improve poster print quality
- Recognized the need for custom PPT templates for schools with their logo and developed project

INTERACTIVE PRODUCTION ARTIST

Nov. 2004 to March 2005

BBG Worldwide – Chicago, IL

Coded HTML, CSS, XML, JavaScript and Flash AS 2.0. Photographed product beauty shots for online store.

EDUCATION

B.S. COMPUTER GRAPHICS TECHNOLOGY

Purdue University – West Lafayette, IN

Dean’s List, four semesters; Semester Honors, five semesters

STUDY ABROAD PROGRAM

Queensland University of Technology – Brisbane, Queensland, Australia