

Antonia Randazzo

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DIGITAL EXPERIENCE DESIGNER

Creative professional with excellent communication skills and a track record of helping corporate clients achieve their business goals through a team-focused collaborative process.

Key Accomplishments

- Collaborated on the launch of eight WordPress websites
- Trained clients on how maintain their WordPress websites

Areas of Expertise

- Multimedia Graphic Design
- Website Design
- Project Management
- Customer Relations

EMPLOYMENT

StitchDX (Lowell, MA)

Lead Digital Experience Designer (August 2019 to present)

Interactive Designer (June 2018 to August 2019)

- Provide digital marketing and communication solutions to mid-sized corporate clients in industries ranging from SaaS, industrial, and insurance to public health research, IT consulting, and medical device development
- Multi-task projects and responsibilities while meeting strict production deadlines to create:
 - Wireframes and clickable prototypes of websites
 - Front-end development for WordPress websites
 - Training guides for WordPress websites
 - HTML emails
 - Digital ads for Google, Facebook, and LinkedIn
 - White papers, eBooks, and survey reports
 - Videos and webinars
 - PowerPoint templates and presentations
 - Printed media including trade show collateral, newspaper ads, postcards, and pamphlets
 - Sales materials including data sheets, case studies, win-wires, battle cards, roadmaps, and infographics
- Communicate regularly with clients, from project conception through drafts and revisions to completion
- Collaborate with marketing managers to submit bids, sketches, and proposals for new business development

Freelance Graphic Designer (2017 to 2018)

- Clients included: Central Coast Vegans, New England Water Environment Association, Massachusetts Fair Housing Center, and R.T. Forbes Company

Spanish Ministry of Education (La Rioja, Spain)

North American Language and Culture Assistant (2016 to 2017)

- Developed lesson plans and taught English vocabulary, grammar, and culture to elementary school students

EDUCATION

Noble Desktop (New York, NY)

Website Design Certificate (2018)

Framingham State University (Framingham, MA)

Bachelor of Arts in Communication Arts (2015)

SKILL SET

- HTML5, CSS3
- WordPress
- Microsoft Office Suite: PowerPoint, Word, Excel
- Adobe Creative Suite: XD, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Dreamweaver
- HubSpot, Marketo