

angelica a weimer

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experience

may 2019 – present

Freelancer

Dayton, Ohio

Small projects, presentations, photography, poster design, consultation on website design. Worked for B63Line, Cooks Pro, Poi Boys, and others.

april 2019 – may 2019

B63 Line, Design Intern

Miamisburg, Ohio

Worked on logo design and usage, designed web pages from existing mood boards, helped design a map for the City of Miamisburg, designed an email marketing template, resized images for web, and designed apparel.

education

august 2019 – present

Bachelor of Arts Degree in Design Leadership

The Modern College of Design

Program teaches to find the why. Using design thinking, empathy mapping, ethnography, market research, etc. to influence every decision we make. 4.00 GPA.

august 2017 – june 2019

Associate Degree of Applied Business in Design

The Modern College of Design

Program teaches design basics; how to use concepting, brainstorming, and wireframing to map out our design plan. 3.90 GPA.

achievements

Graphic Design USA Student to Watch 2020

1st place in AAF District 5

2020 National Student Advertising Competition

2nd place in AAF District 5

2019 National Student Advertising Competition

Artwork selected for Ohio Governor's Art Exhibition

Ohio Governor's Art Exhibition Scholarship

Richland County Scholarship

National Honor Society Scholarship

As a UI/UX problem solver, empathy drives my every decision. I focus on human-centered design, and I have a genuine passion for helping people succeed. I take into account the user's end-to-end experience

projects

january 2020 – may 2020

Dayton Cars and Coffee Rebrand

Designer/UX Researcher

We worked to create a new brand image for this client, and to establish an online presence. My role was UX Researcher, and I housed and assessed data, presented findings to the client, and created user testing prototypes.

december 2019 – april 2020

AAF Adobe NSAC

Content Director/Designer

An awareness campaign for Adobe Experience Cloud for Advertising. Our goal was to position Adobe as a leader in adtech with a B2B campaign. My role was Content Director, and I led the copywriters in creating the campaign content, structure, and messaging.

december 2018 – april 2019

AAF Wienerschnitzel NSAC

Graphic Designer

The goal of this awareness campaign was to elevate the image of a hot dog to increase primary demand. We created a fun and immersive campaign for our millennial audience. I challenged our concept development and took a leading role in the social media campaign.

skills

Traditional Illustration

UX Research

Low/High Fidelity Prototyping

User Journeys

Immersive Design

Content Marketing

Experience Strategy

Messaging Strategy

programs

Adobe Suite

Sketch

Google Workspace

Microsoft Office

Coda HTML/CSS

Trello

Slack

InVision

I always leave room for growth.