

# SOPHIA CHARLENE ZIEGLER

• digital media professional •

## ABOUT ME

I am a creative and detail-oriented digital media professional that has a variety of skill sets in the interface design field. I have avid experience in multiple Adobe Softwares such as Illustrator, Photoshop, Xd, and InDesign. I have 2+ years of experience working on a professional team and coming up with creative solutions in a timely manner.

## EDUCATION

2018 - 2022 • Webster University  
BA - Interactive Digital Media  
Minor - Advertising & Marketing  
Certificate - Entrepreneurship

## ACHIEVEMENTS

- Dean's List - 2018, 2019, 2020
- Webster University Gold Scholarship

## WORK EXPERIENCE

- 2019-Present**     **Nomax Inc**  
Digital Marketing & Experience Design
- Gaining professional communication and research skills while working on a team.
  - Improving my overall user interface and user experience design skills on web-based platforms.
  - Helping with multiple marketing projects that were geared towards improving both employee's and customers relationships.

## RELEVANT EXPERIENCE

- 2020**     **Client Web Site**  
Interface Design, INTM 3200, Fall 2020
- Provided in-depth research for the client on why certain design concepts were chosen.
  - Created wireframes to showcase details to make the overall user experience more simple.
  - Designed two cohesive interface designs for both phone and web-based platforms.
- 2019**     **Web Site Redesign**  
Information Architecture, INTM 3050, Fall 2019
- Restructured a website's information architecture by using card sorting and reverse sorting.
  - Created and restructured flowcharts for the entire site to make the overall navigation more cohesive for users.
  - Designed new wireframes for user personas that I created and then proposed the new redesign.

## SKILLS

|                       |             |                        |             |
|-----------------------|-------------|------------------------|-------------|
| Detail-Oriented       | <div></div> | User Experience Design | <div></div> |
| Creativity            | <div></div> | Communication Skills   | <div></div> |
| User Interface Design | <div></div> | Adobe Creative Suite   | <div></div> |