

Adaisha Pearson

Multimedia Designer

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WORK EXPERIENCE

Designer

BTD Brand (Feb 2024 – Present)

Developing and crafting engaging and impactful print and digital projects/media for BTD's clients through a variety of visual mediums, such as illustrations, social media content, motion graphics/animations, and more. Additional projects have included powerpoints, web page designs, printwork, and other media.

Designer

Neon Lizard Creative (Nov 2023 – May 2024)

From brand identity to user experience, I contributed to developing engaging visual content for NLC's clients across print, web, and digital platforms. This included social media content, email marketing, UX design, branding, and other various design projects.

Junior UX Designer

Sparklabs (Jan – Jun 2023)

Contributed to designing and developing user interfaces for mobile, desktop apps, websites, software, and other digital products at Sparklabs. I often collaborated closely with a Senior Designer, Developers, Stakeholders, and managed multiple projects simultaneously. Additionally contributed to helping to define and formalize brand standards.

Creative Intern

Metre Agency (June 2022 – July 2023)

Collaborated with a design team to craft impactful, cross-media experiences for clients. Along with branding, printwork, and illustrations—various other projects encompassed animation, motion graphics, UX design, and more for print, web, and digital use by Metre's clients.

Graphic/Visual Designer

Freelance (May 2020 – Dec 2023)

Designing and creating a wide range of design projects including logo design, brand development, social media content, personal projects and more. Developing files from end to end, delivered to clients for digital or print purposes. Established vendor for self-driven projects for distribution.

ABOUT

A passionate multimedia and UX designer with a collaborative spirit. I thrive in both team settings and independent work, tackling challenges with a focus on user-centric, clean, and efficient designs that prioritize inclusivity and attention to detail.

EDUCATION

Hennepin Technical College
A.A.S in Graphic Design.

Google Coursera

UX Design Certification

SKILLS

Prototyping	Branding
User Research	Animation
UX/UI Design	Motion Design
Wireframing	Problem solving
Visual Design	User-testing
Illustration	Email Marketing

SOFTWARE

Illustrator	Figma
Photoshop	Adobe XD
InDesign	Acrobat
After Effects	Canva