SHARI FAIRCLOUGH

Jr UX Generalist Designer

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🔗 **https://linktr.ee/sunniaesthetics**
☆ **Jr Graphic Designer**
@ **Sharye94@gmail.com**
📍 **Atlanta, Ga**

EXPERIENCE

Social Media & Marketing Coordinator

Guidepost Montessori

📅 10/2023 - Present   📍 Duluth Ga

A global network that is committed to providing children with a holistic education that focuses on developing the whole child, academically, socially, and emotionally. Characterized by their prepared environments, mixed-age classrooms, self-directed learning, and focus on independence.

- Content Curation and Engagement: Curated thematic content to engage specific audiences and enhance social media presence.
- Visual Storytelling and Photography: Captured high-quality photographs showcasing school events, campus life, and academic programs for dynamic visual storytelling.
- Social Media Management: Utilized photography to craft visually compelling content, aligning with the school's branding and boosting online presence.

Jr UX Generalist Designer

Freelancer

📅 03/2023 - Present   📍 Atlanta Ga

Creates user-centric digital experiences through research, wireframes, and prototypes. Collaborates with teams to optimize user interfaces and enhance satisfaction.

- Implemented UI requirements efficiently, resulting in an average 30% reduction in development time through precise sizing estimates and task breakdowns
- Transformed conceptual ideas into tangible 10+ user personas and storyboards, influencing the product design direction
- Coordinated 20+ wireframes, mock-ups, and prototypes, producing highly intuitive and visually appealing user interface designs and information architecture.
- Utilized site maps and usability testing, incorporating established approaches and valuable end-user feedback to achieve a 15% increase in user satisfaction

Junior Graphic Designer

Freelancer

📅 08/2020 - Present   📍 Atlanta Ga

Devised visual concepts and designs for various projects.

- Collaborated effectively with clients and project managers, producing a 15% increase higher client satisfaction and successful brand identity outcomes
- Evaluated research, and design fundamentals, leading to a 25% increasing user engagement metrics by intentionally selecting typography, composition, layout, and color in design work
- Designed captivating website layouts, templates, and branded looks, resulting in increased user engagement and extended time-on-page
- Developed print materials, brochures, banners, and signs, driving significant improvements in exposure and recognition

FIND ME ONLINE

in **LinkedIn**
www.linkedin.com/in/sharifairclough

SUMMARY

Multi-talented and tech-savvy Jr UX Generalist Designer with experience in both in-house and freelance roles, specializing in prototyping, research, digital and print design. Adaptable in Graphic Design and Web Design. Proficient in Adobe Creative Suite, HTML/CSS, and Figma. Eager to collaborate closely with resourceful teams, ensuring seamless communication between marketing and designers.

EDUCATION

Bachelor of Arts: Film & Media

Georgia State University

📅 08/2015 - 05/2017

CERTIFICATIONS

📱 **Google UX Design**
Coursera
11/2022 - 07/2023

SOFT SKILLS

Leadership

Time Management

Communication

Competitive Analysis

EXPERIENCE

Graphic Print Associate

Jazzy Lady Printing

📅 08/2022 - 01/2023   📍 Atlanta Ga

Formats and prepares design files for printing or digital distribution, Assisting with photo editing and retouching for visual content.

- Coordinated screen-printing projects, generating in timely delivery and meeting 95% of quality requirements
- Launched multiple responsive websites and landing pages, contributing to a substantial increase in web traffic and lead generation

VOLUNTEERING

UX/UI Designer

AWA South Eastern Confernece

📅 09/2023 - Present

Comprehensive rebranding kits, responsive web/app design guidance, and UX optimization insights.

Brand Ambassador

BIT Black Is Tech

📅 08/2023 - 09/2023

HOPIN PLATFORM MODERATION (Virtual)
Moderate General Chat in the virtual event
Respond to FAQs and provide Tech Support for Attendees
Make announcements and ensure smooth event tech operations

BIT EVENTS (In-Person)
Greet and answer FAQs for attendees
Help with event Setup and provide coverage for Welcome/Closing Events
Assist with Entertainment Event Coverage
Greeter and Handler

HARD SKILLS

Adobe Creative Cloud   Adobe Acrobat

Adobe XD   Adobe Illustrator

Adobe Photoshop   Adobe InDesign

Adobe Premiere Pro   Figma

Procreate   macOS

Microsoft Windows   CSS   HTML5

Google Analytics   Google Drive   PC

iOS   Microsoft 365   Shopify

Wordpress   Go Daddy

Customer Experience   Organizational

Detailed Orientated   Proficient