



Branding, UI/UX, Digital Marketing

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🌐 apoloniadesign.co

📍 Chicago, IL

experience

UI Designer - FCB Chicago

Chicago, IL Jan. 2023 - Present

Designing web and app experiences for Discover Bank & Card. Optimizing pages for high conversion through AB testing and ensuring best user experience through accessible design. Assisting with other design needs throughout the agency, such as event flyers, presentation decks, and digital mockups.

Multimedia Artist & Designer - Apolonia Design Co.

June 2020 - Present

Creating prints, stickers and wearables to sell online and at local markets. Managing my own social media accounts, including Instagram, Pinterest, and Substack. Delivering quality customer service on Etsy as a star seller.

Associate Art Director - FCB Chicago

Chicago, IL Aug. 2021 - Jan. 2023

Designed public web pages for Cox Communications. Crafted innovative layouts for product offerings, such as Internet, Homelife, and Cox Mobile. Concepted, pitched and designed the Cox Mobile "Big Game Vibe" Snapchat filter for the 2023 Super Bowl.

Visual Design Intern - AbbVie Innovation Center

Champaign, IL March 2020 - Aug. 2021

Designed websites, infographics, and icons for various AbbVie teams. Branded the Spark Innovation Accelerator and designed an 82 page magazine detailing its inaugural year. Conceptualized and designed "Summer in Place" merch for the AbbVie Innovation Center.

Graphic Design Intern - UIRP Enterprise Works

Champaign, IL May 2019 - March 2020

Designed graphics to advertise and complement events at Research Park, such as flyers, handouts, and digital banners. Worked with startup companies to create their branding and supporting graphics, including logos, business cards, and 3 page starter websites.

education

University of Illinois at Urbana-Champaign

May 2021

Bachelor of Fine Arts in Graphic Design

with a Spanish Minor

software

Figma // Illustrator // InDesign //
Sketch // Photoshop // Lightroom //
Procreate // PowerPoint

skills

Presenting // Illustration // Social Media //
Creative Writing // Customer Service

certifications

edX Introduction to Web Accessibility

exhibitions

BFA Exhibition // The Krannert Art Museum 2021
abCU // CUDO Virtual Gallery 2020
Push & Pull // Printmaking & New Media Show 2019
KAM Fest // The Krannert Art Museum 2018
Art Foundation Juried Exhibition // Link Gallery 2018