

Mandy ross

education

Kendall College of Art and Design, Grand Rapids, MI
BFA in Graphic Design with an emphasis in advertising
Recipient of Merit Scholarship

employment

Underwriter Laboratories, Chicago, IL
March 2014 to Present
Creating digital experiences, corporate campaigns, creating new branded materials and guidelines. Leading internal clients to connect with their consumers from strategy to creative. Managing client relationships as well as a talented group of creatives.

Discover, Chicago, IL
January 2014 to February
Contracted to help create more efficient UX design to many of their digital projects including 5% cash back landing page, and student loans landing page.

Abercrombie and Kent, Chicago, IL
January 2014 to February
Contracted to create interactive luxury travel brochures for the iPad.

Pacific Life Insurance
January 2013 to present
Managed and created the redesign of the rep website and the mobile website. Created online marketing campaigns and user experience advice.

Infor, Grand Rapids, MI
January 2013 to December 2013
Create event graphics, handouts, icons, landing pages and anything that is needed by our global marketing team. Managed a team of three.

Mandy Jean Design, Chicago, IL
June 2004 to present
Create user experience design and research, marketing campaigns, websites, and social media for; House of Balsamic, Discount Tee Times, OC Celebrity Smile, and others. Manage a team of five for many projects.

Kingston Technology, Fountain Valley, CA
September 2010 to January 2013
Created interactive advertisements for iPads and mobile devices.
Also involved in creating web banners, landing pages, and much more.

WXMI Fox 17, Grand Rapids, MI
July 2008 to August 2010
Created graphics for the nighttime news.

Drummond Capital, Grand Rapids, MI
July 2007 to August 2010
Developed marketing campaigns for financial advisement services.

Solomon Friedman Advertising, Bloomfield Hills, MI
May 2009 to August 2009
Designed and produced a wide variety of creative material (animated banners, in-house collateral, billboards) for clients ranging from North American Bancard, Olga's Kitchen and the Ford museum.

skills and experiences

Proficient in InDesign, Photoshop, Illustrator, Flash and Quark
Knowledge of Dreamweaver, HTML, HTML5, CSS, Canvas and Javascript
Experience in producing print-ready work for professional printers
Knowledge of Word, Excel, and Publisher
Project management and marketing skills

accomplishments to date

2010 Silver Student Addy for print campaign district and regional
2009 Gold Student Addy for ambient print campaign
2008 Silver Student Addy for single print campaign district and regional
Developmental chair for Kendall's student AIGA chapter

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