



Chloe Bourne

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EDUCATION

2020-2023 • 4.0 GPA

Arizona State University

B.A. Media Arts and Sciences (Film)

Minor in Digital Audiences

Summa Cum Laude

Barrett Honors College

RELEVANT SKILLS

UX / UI Design

Digital Marketing & Analytics

Photoshop & Illustrator

Figma

Adobe Premiere Pro/After Effects

Content Creation

Social Media Management

Javascript, HTML5, CSS, Swift

Strong Writer & Leader

Graphic & Visual Design

Webflow

ABOUT ME

Passionate and dedicated visual designer with a strong focus on UI and UX, graduating summa cum laude with honors from Arizona State University in December 2023, holding a B.A. in Media Arts & Sciences. With a creative eye and a commitment to excellence, I have over 4 years of professional experience in visual design, digital marketing, and social media content creation & management.

PROFESSIONAL EXPERIENCE

May 2023 – Present

Marketing Design Intern

WiTricity, Remote

- Design website mockups in Figma, develop reusable components in Webflow, design meaningful iconography, and create pages in WordPress for the website re-design project.
- UX research, user flows, and UI design creating low and high-fidelity wireframes for wireless charging in-car display system.

August 2020 – Present

Social Media & Lead Graphic Designer

Barrett, the Honors College, Tempe, AZ

- Work with management to develop and apply social media marketing strategy and campaigns with a focus on driving future student applicants and current student engagement.
- Design 3+ pieces of social media content, posters, merchandise, and more per week to engage current and future students. Oversee a team of 6 student designers, reviewing designs and providing critiques.
- Manage Barrett's Instagram accounts and analyze analytics with the creative team in weekly collaboration meetings to improve product strategy.

May 2022 – August 2022

Social Media Marketing Intern

XCOM Labs, San Diego, CA

- Grow and manage XCOM's social media across all platforms, boosting engagement on LinkedIn by over 500% in the span of three months.
- Film, edit, and post videos and interviews, including of CEO Paul Jacobs, along with social media content to boost job openings, increasing job applicants by 85% and website visits by 55%.
- Plan and create content for 4+ posts/week, analyze and track crucial ROI analytics, design graphic marketing materials, offline promotional material, website content, and more.