

Thanisorn Jarujinda

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EDUCATION

THE UNIVERSITY OF MAINE ORONO

May 2021

- **B.A. New Media**
- **Minor: Computer Science**
- **Core GPA – 3.28**
- Dean's List Award – Spring 2020 - Spring 2021

PROFESSIONAL EXPERIENCE

The Ellsworth American Web/Graphic Designer

Jan 2022 - Present

- Meet with clients to discuss designs & brandings and start drafting website wireframes through **Adobe XD**. Getting approved by senior designers and clients, start building the sites in WordPress.
- Follow designed website wireframes, customizing **HTML/CSS** on templates if needed, making sure designs are fit to standard guidelines while increasing team workflow performance.
- Research web design/development to keep updated with current trendings and follow best practices to improve website **SEO** using **Yoast** plugins.
- Host and maintain client's websites through **SiteGround**, networking with **Cloudflare**, setting automatic clones, and back-up data to a cloud server via **Dropbox** using **Updraftplus** plugin.
- Collaborate with the advertising team & the marketing team to follow their work pipelines, creating social media content, editing photos, and producing graphic materials through **Adobe Illustrator**, **Photoshop**, and **InDesign**.
- Develop creative ideas for daily advertisements, generate print-digital ads, and create brochures, flyers, and magazines for the marketing team.

Mood-Me

May 2021 - Dec 2021

Social Media/Graphic Design Intern

- Designed and revamped landing pages for the company website, following the **SEO** guidelines while increasing web traffic flows by 25%.
- Collaborate with senior designers on developing sales materials such as infographics, presentation slides, Online webinars, and sale leaflets for the sale team, increasing client interaction rating by 11%.
- Created the weekly social media content with the media team to raise brand identity to 1000+ followers on social media, using direct marketing technics to gain 200+ followers on **Facebook** and **Instagram**.
- Help with email marketing through **Mailchimp**, create campaigns, design graphics, and schedule weekly emailing to customers. Report feedback and customer interaction to senior marketing.
- Produce marketing videos through **Adobe Premiere Pro** & **After Effects**, and brainstorm with the team to create creative campaigns to attract more users.

LEADERSHIP & SKILLS

President of UMaine Badminton/Table Tennis Club

Jan 2020 - April 2021

- Partner with the board members to organize club events and matches for all the members, also inviting new members to join and learn more about the club.
- Manage a \$2,500 yearly budget to utilize resources and funds accordingly to improve sports equipment, yearly club party for the club members.

Web Design/Development

Adobe Photoshop

DSLR Camera

Adobe Illustrator

Adobe InDesign

Adobe XD

Figma

Adobe Premiere Pro

Adobe After Effects

HTML/CSS

JavaScript/Java

GitHub

Excel

Powerpoint

Word

Slack

Microsoft Team

Google

Canva

CRM