

Ondre Johnson

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(504) 756-5033

LINKEDIN

DIGITAL PORTFOLIO

PROFILE

Detail-oriented thinker with 2+ yrs. of experience in UX/UI Design and Brand Strategy. Excels at organization and both analytical and creative collaboration with teams and stakeholders. Appreciates challenges and is eager to solve them.

EDUCATION

B.S. MASS COMMUNICATION

Louisiana State University
Baton Rouge, LA

Concentration: Digital Advertising

Minor: Digital Media Avatar Arts

EXPERIENCE

UX / UI DESIGNER — KEX DESIGN + BUILD

2023

Worked closely with owner to identify pain points, needs, and optimal user journey within their website. Designed high-resolution wireframes in Figma. Implemented designs in Squarespace.

MARKETING SPECIALIST — PREMIER HEALTH CONSULTANTS

2022 - 2023

Increased brand awareness by securing sponsorships across various media channels, leading to over 3 million impressions across 20 urgent care brands. Organized corporate and community events nationwide. Brainstormed ideas for seasonal multimedia marketing campaigns. Collaborated with vendors to supply marketing collateral to 80 clinics in coordination with campaigns. Created comprehensive analyses for senior leadership, resulting in over \$100K of advertising cost savings.

UX DESIGNER & MARKETING CONSULTANT — THROW DAT DIRT

2022

Revised and user-tested website designs, enhancing usability and lead conversion. Wrote search engine optimized copy for web, Google, and Yelp, taking organic interactions from 0 to 2,000+ monthly. Implemented a Facebook e-commerce shop and streamlined existing booking process.

UI DESIGNER & BRAND STRATEGIST — AQUA TOURS OF NASHVILLE

2022

Collaborated closely with founder to incept brand identity, including logo, typography, and color palette. Drafted high-resolution prototypes with interactions for web.

UX / UI DESIGNER & BRAND STRATEGIST — RIDE WITH WYATT

2021 - 2022

Devised brand identity and created logo using Adobe Illustrator. Conducted competitive research to determine target consumer and ideal user interface. Created a responsive website using Wix, in addition to digital profiles to capture and convert leads efficiently.

SKILLS & PROFICIENCIES

- ✔ Design Software (*Figma, Sketch, Adobe*)
- ✔ Web Builder Platforms (*Webflow, Wix, Squarespace, GoDaddy*)
- ✔ HTML & CSS (*intermediate*)
- ✔ Competitive Research & Data Collection
- ✔ Google Data Analysis Certification

INTERESTS

- Digital Design ✔
- Behavioral Economics ✔
- Philosophy & Sociology ✔
- Psychology ✔
- Music Production ✔