


# Leda DeWolf

She/her

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UI Designer

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## Objective

Forward thinking UI designer with the ability to create innovative web designs, then retro fit them into existing system constraints while still maintaining maximum effect. Looking for a role that offers opportunities for continuous improvement while working with a cohesive team to achieve company objectives.

## Experience

### Kelly Services

#### Senior UI Designer / 2019 - 2023

- Developed interactive mocks/prototypes to demonstrate effective user flows
- Created and designed new blocks to enhance the visual representation and increase the functionality of existing websites
- Used collected data from A/B tests to optimize user experience
- Collaborated with web development teams to implement new designs
- Designed 6+ websites for corporate web portfolio with strict adherence to brand guidelines
- Worked cooperatively with writers, marketers, and agency partners to execute web designs
- Ensured all websites were ADA compliant (WCAG2.1 A/AA Guidelines)
- Continuously monitored web and print outputs to achieve and maintain brand consistency
- Implemented web designs in Episerver/Optimizely CMS system

#### Senior Graphic Designer / 2006 - 2019

- Created and maintained branding standards and visual identities of Kelly Services and multiple Kelly brands and products
- Concepted and designed print and electronic marketing materials, including fliers, brochures, ebooks, social media ads, direct mail, etc.
- Collaborated with internal writers and outside agency partners to concept and complete essential marketing projects

## Hour Media

### Associate Art Director – Art Director / 2003 - 2006

- Concepted and designed magazines, layouts, brochures, stationary, etc.
- Directed photoshoots and illustrations to create and execute innovative concepts
- Collaborated across cross-functional teams through ideation, visual concepts, and ultimately execution

## Education

### College for Creative Studies / Detroit, MI

Graphic Design program  
BFA / Class of 2002

## Tools

Adobe XD  
Figma  
Illustrator  
Photoshop  
After Effects  
InDesign  
Asana  
Jira

## Skills

Interaction design  
Interface design  
Visual design  
Branding  
Project management  
Collaboration  
Typography  
Photo retouching  
Marketing