

Hello@marisahayley.com
Marisahayley.com

Marisa
Fugleberg



f&b lover



joy seeker



traveler



Graduated
May 2018

**Arizona State University
Herberger School of
Design and the Arts**

Bachelor of Science
Visual Communication
(Graphic Design)

Skills



Adobe Suite; Illustrator, Photoshop, InDesign, Dreamweaver, Premiere Pro, Media Encoder



Web and email development; HTML, CSS, Javascript, Bootstrap, Wordpress



Typography, color theory, composition and layout fundamentals



Web design and prototyping; Adobe XD, Figma, Sketch, Invision



File handling, pre- and post-production for print and digital material



Design, storyboarding and production of motion graphics, 2D animation, video editing



Model-building, working hands-on and with 3D programs; SketchUp, Cinema 4D



User experience and interface design, research, logistics and quality assurance

Graphic designer specializing in user experience, motion graphics and technical operations.

Experience

Graphic Designer & Web Developer @ Rethinc Advertising
June 2017 - July 2020

Exercised my expertise in programming, motion graphics, user experience and visual storytelling to provide website design and development. Designed multi-channel marketing campaigns for a wide variety of clients, and actively stayed on top of industry trends in an effort to optimize results. My skills and ability to create motion graphics allowed Rethinc Advertising to increase their scope of work, resulting in maximized profits and increased client attraction.

Web Designer and Content Specialist @ ASUFoundation
May 2015 - Dec 2016

Worked in a highly-regulated environment where adhering to strict university brand guidelines was critical. Designed and built drip campaigns in HTML, CSS and Illustrator. Facilitated A/B testing and tracked analytics of best practices to optimize philanthropic marketing.

Brand Ambassador @ Vitamin Squeeze
Jan 2011- May 2011

Attended various events, where I exercised my marketing and people skills to promote the company's product and get people excited to learn more. Increased brand recognition by hosting sample stands in local grocery stores encouraging people to purchase the product. Vitamin Squeeze was eventually introduced and successfully sold at local stores.

Logistics, Workflow and Service Specialist @ ActiveForever
June 2009 - Aug 2010

Assisted in installing the company's ERP and CRM systems, as well as the workstations. Documented and communicated the company's workflows and needed updates to the ERP and web programmers. Designed and supervised production of content for the website, retail displays, and print catalogs. ActiveForever became the highest-ranked multi-channel merchant retailer of medical supplies in the country.

Staff @ Boys & Girls Club
May 2010 - Aug 2014

Provided the opportunity for members to learn specialized skills by introducing unique programs for daily activities and extracurricular clubs, increasing member involvement and excitement. Voted to lead the branch's national community service program, where I exercised leadership skills and developed a high level of reputation management. Strove to maintain excitement within the program with an unflinching positive and team-centric attitude.

What makes Marisa... Marisa?

Logical and practical with a desire to explore and solve
Unparalleled self-motivation to always deliver best results
Identifies solutions with intention and design thinking
Picking up programs and processes quickly and efficiently
Always multitasking without ever sacrificing quality
Hypersensitive attention to the smallest of details



Addy Advertising Award (3)
Presidential Service Award
ASU Design Excellence Award
BGCS Member of the Year