

# MB MICHELLE BOVENIZER

## VISUAL DESIGN | UX/UI DESIGN



**ONLINE PORTFOLIO**  
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**LOCATION**  
Minneapolis, MN

## WORK EXPERIENCE

### VISUAL DESIGNER & WORDPRESS DEVELOPER, *Nystrom & Associates*

New Brighton, MN | 04/2021 – Present

- Redesign and WordPress development of the Nystrom & Associates website, featuring 1,000+ providers, advanced site search functionality, and an improved user experience, resulting in a 170% increase in user engagement and a 5% increase in appointment scheduling
- Visual design, using tools such as Figma and Illustrator, WordPress development, and improving User Experience on 6 of Nystrom & Associates' partner brand websites
- Using UX tools, such as Hotjar heatmaps, recording, and surveys to improve User Experience
- Redesign of the Nystrom & Associates brand and its 6 partner brands, resulting in increased brand awareness and customer engagement
- Brand design and editing of the company-sponsored podcast, Psyched for Psychology, further increasing the reach of the Nystrom & Associates brand
- Leading SEO optimization efforts of Nystrom & Associates and its partner brands websites, resulting in a ~275% increase in organic website traffic
- Art direction, design, and production of Snapchat ads, TV ads, and website landing pages
- Mentoring other members of the marketing team by providing design guidance and training on various marketing projects, such as social media and print design
- Collaborating with the marketing team, other departments, and external vendors to design print ads, digital ads, brochures, signs, and displays; as well as for website updates

### VISUAL DESIGNER, *Allegra Marketing Print Mail*

Alsip, IL | 11/2016 – 04/2021

- Designing both print and digital media, such as flyers, brochures, displays, company branding and WordPress websites
- Leading the creation of Allegra's digital design department by offering website design and email marketing services, resulting in a 15% - 20% increase in revenue for the company
- Redesigning Allegra's online ordering website and creating variable print templates, allowing automatic order creation, saving company time
- Increasing conversion rates of several clients' websites by ~25% through improvements in website design and user experience (UX)
- Managing external vendors and working with other designers to ensure projects are completed correctly and on-schedule, such as outside web developers and production agencies

## EDUCATION

### ADVERTISING ART DIRECTION, *Columbia College Chicago*

Bachelors Degree | Chicago, IL | December 2014

## ASSOCIATIONS & AWARDS

**ASSOCIATIONS:** AIGA Member, Phi Theta Kappa Honor Society

**AWARDS:** Scholarship for Fine Art, Best Fine Artist Award

## SKILLS

VISUAL DESIGN

WEBSITE DESIGN  
(HTML, CSS, PHP, JS)

WORDPRESS DEVELOPMENT

USER EXPERIENCE DESIGN

ART DIRECTION

PROJECT MANAGEMENT

ADVERTISING DESIGN

BRANDING IDENTITY

SOCIAL MEDIA

DIRECT MAIL

EMAIL MARKETING

PRINT DESIGN

PROMOTIONAL PRODUCTS

SIGNS & DISPLAYS

## SOFTWARE

ACROBAT

ADOBE CREATIVE SUITE

AFTER EFFECTS

AUDITION

FIGMA

ILLUSTRATOR

INDESIGN

PHOTOSHOP

PREMIERE PRO

WORDPRESS

XD

VISUAL STUDIO CODE