

GLORIA MAKORI

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ACADEMIC EXPERIENCE

GOOGLE UX DESIGN CERTIFICATE, GOOGLE MAY 2021

- Foundations of User Experience (UX) Design
- Starting the UX Design Process: Empathize, Define, and Ideate
- Building Wireframes and Low-Fidelity Prototypes
- Conducting UX Research and Test Early Concepts
- Creating High-Fidelity Designs and Prototypes in Figma
- Responsive Web Design in Adobe XD

B.SC IN TECHNOLOGY & DESIGN, BERA COLLEGE AUGUST 2020

- o Created a digital short film using Adobe Premiere
- o Gained skills on:
 - Automating Titles to Sequence
 - Mastering Clip effects
 - Creating & Integrating Presets
- o Created digital designs from scratch using Adobe Illustrator, Adobe InDesign, Adobe Spark, Procreate and Canva

LEADERSHIP EXPERIENCE

VICE PRESIDENT AFRICAN STUDENT ASSOCIATION (BEREA COLLEGE) 2018 - 2019

- Represented the voice of 150+ students at the University
- Organized 4 major events with an average attendance of 300 people
- Ensuring the retainment of African-American students on campus, as well as encouraging the recruitment of African-American students via the events held throughout the year

ADOBE CLOUD AMBASSADOR BEREA COLLEGE 2018 - 2019

- Presented demos to students on how to use different Adobe products for their work, school and personal lifestyles
- Gathered data from students on usage, familiarity to help better engage with current/future customers
- Provided technical support for current students and teachers for their Adobe products

PUBLIC RELATIONS WOMEN IN TECH (BEREA COLLEGE) 2018 - 2019

- Created awareness on gender-gap issues in tech-related roles and the industry as a whole
- Created workshops to help promote women in tech, including resume building skills, coding workshops, graphic design workshops
- Coordinated with regional/national leaders for large conferences and job fairs

WORK EXPERIENCE

GRAPHIC DESIGNER OPTUM JUNE 2022 – PRESENT

- Assesses and optimizes the performance of new and existing features by actively participating in user research and assessing performance metrics
- Creates innovative solutions for a wide variety of product design challenges

SOCIAL MEDIA MANAGER ROSEMO MARKETING JULY 2020 – PRESENT

- Made over 20 marketing campaigns across many social outlets including Facebook, Instagram, YouTube and Google Ads
- Implemented marketing and promotion tactics that led to over 100,000 impressions monthly
- Monitored online presence of brand and engaged w/ users to strengthen relationship w/ customers

MARKETING COMMUNICATIONS SPECIALIST BEREA COLLEGE MAY 2019 – AUGUST 2020

- Conducted 21 student interviews within 9 months
- Maintained a hierarchy of marketing data for improved marketing profiling and data intelligence
- Exercised editorial judgement to select compelling stories to be released to diverse audiences of over 36,000 people

GRAPHIC DESIGNER BEST BUY OCTOBER 2022 – PRESENT

- Coordinates with internal teams
- Illustrating concepts by designing examples of art arrangement, size, type size and style and submitting them for approval.

DIGITAL DESIGNER J-INTELLIGENCE NETWORKS APRIL 2020 – AUGUST 2020

- Developed design concepts and sketches using Adobe Illustrator, Adobe InDesign, Adobe Spark and Canva
- Worked with Developers and stakeholders to create and shape UI/UX design in projects
- Worked with supervisor to implement 7 long & short-term media campaigns.

DIGITAL DESIGNER MSHALE MEDIA MAY 2019 – SEPTEMBER 2019

- Assisted in creating sense of community in African Diaspora communities in the Twin Cities through publication
- Designed five flyers, and edited three articles to be distributed to over 50,000 Africans in the Twin Cities through print media, Facebook, Twitter, and MSHALE website

