Marissa Ransil

Contact
ransilmarissa@gmail.com
(724) 263-9671

About
Website designer and developer with a Bachelor of Fine Arts Degree in Visual Communication Design from Kent State University. Experienced in creative direction, branding, and full-stack website development.

Education
- Kent State University
- August 2016–May 2020
- Bachelor of Fine Arts in Visual Communication Design
- Dean's List
- Invited into selective BFA program after third semester's portfolio review

Skills
- UI/UX Design
- HTML/CSS/JavaScript/PHP
- Branding and identity
- Adobe Creative Suite, Figma, Sketch, InVision, and more
- Popular website builders, including Wordpress and Shopify
- Creative direction and team leadership in a fast-paced marketing environment
- Typography, layout, color theory, and other graphic design principles
- Experienced in web hosting and server maintenance, including SSH, backups, and security

Work Experience

Beyond Blue Media • Fort Collins, CO • Lead Designer & Web Developer
July 2020–Present
Accomplishments:
- Increased website performance score by 98% on average
- Initiated and completed a website hosting migration to reduce company hosting costs by over $400/month
- Implemented new technologies to improve productivity
- Reconstructed website sales process to increase profitability
- Trained and managed freelance partners to assist with department overflow
- Enacted new website procedures to boost departmental efficiency by 40%
- Prototyped, user-tested, launched, and maintained websites to ensure smooth operation across all browsers and platforms
- Successfully managed servers, hosting, and DNS for client websites to ensure sites were operational at all times

IdeaBase • Kent, OH • Graphic Designer
January 2019–May 2020
Accomplishments:
- Worked alongside other designers, videographers, multimedia experts, photographers, and social media experts to complete client projects such as website creation, branding, and marketing materials
- Utilized website development tools to create responsive, user-focused web design to increase conversions and reduce bounce rate
- Created unique brand identity solutions to increase brand awareness

Glyphix Studio • Kent, OH • Graphic Designer
August 2019–May 2020
Accomplishments:
- Developed time-management skills by overseeing multiple projects simultaneously to consistently meet bi-weekly deadlines
- Worked alongside other professionals to effectively gather ideas and cooperatively ensure client satisfaction
- Assisted in creating branding and spatial design for local gallery exhibitions and community events
- Conducted research and applied findings to create most effective design solutions