

Designer  
they/them

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# Frances Anderooij

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## Tools

Figma, After Effects, Illustrator, InDesign, Lightroom, Procreate, Photoshop, Premiere Pro, Sketch, XD, Invision, Microsoft Office, Google Workspace, HTML/CSS

## Skills

Email + Social Media Marketing, Design Thinking, Thinking Strategically, Branding, Satisfying Motion Design, Video Editing and Post-Processing, Typography, Photography + Color Correction, Illustration, UI Design, Wireframing and Prototyping, Learning New Tools and Processes

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## Experience

Feb 2023 – Sep 2023

### Amino Health

Designer

*Owned and refined execution of **brand identity** across channels. Partnered with stakeholders to design clear **visual communication** for presentations, Ebooks, B2C posters and flyers, B2B partner materials, an internal sub-brand, and more. Created, implemented, and iterated on design project review processes.*

Apr 2020 – May 2022

### Nuun Hydration

Designer, Specialized in Digital

*Expanded the brand's visual **strategy** and presence. Delivered thumb-stopping B2C design solutions across paid social **advertising** campaigns, including **motion**, email, landing pages, and organic social posts such as Giphy stickers, **illustrations**, and infographics. Presented to and worked with stakeholders, **asking questions** to strengthen understanding of business goals and strategy.*

Jun 2018 – Jul 2019

### Spruce Up, Inc.

UX Designer

*Improved user experience for both consumer facing web applications and internal web based tools. Quickly created **prototypes** and **wireframes** for user flows in web applications. Conducted ongoing **customer research** for both consumer facing and internal web tools. Collaborated with marketing teams to create and execute visual designs for marketing campaigns, **emails** and **landing pages**.*

Mar 2017 – Jun 2018

### The Planet Magazine

Designer

*Composed **magazine spreads** and designed **infographics**, communicating complex scientific information. Collaborated with science, writing, and photography editors on each story. Utilized and refined detailed **style guide**.*

Feb 2016 – Jun 2018

### Western Card Office

Card Production Assistant

*Produced Western ID cards for students, staff, and faculty. Designed and produced badge and nametag orders. Clearly **documented** projects and events within staff task-management systems. Designed staff schedules using Excel. Developed efficient processes and procedures for asynchronous collaboration.*

Fall 2011 – Fall 2018

### Freelance Portrait Photography

*Advertised on social media and through word of mouth. Organized photo shoots with clients. Photographed clients on location. **Edited, retouched**, and delivered images to client in timely manner.*

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## Education

### Western Washington University

Bellingham, Washington

Design, Bachelor of Arts

Sociology, Bachelor of Arts