

BIANCA B. THOMAS

UX DESIGNER

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EDUCATION

George Mason University Fairfax, VA Dec 2018

Bachelor of Individualized Study
Minor in Web Design

Germanna Community College Fredericksburg, VA Dec 2012

Associate of Applied Science in
Business Administration

Dean's List (2009 & 2012)
Cum Laude (2012)

DESIGN SOFTWARE

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects
- Adobe XD
- inVision

SKILLS

- Motion Graphic Design
- Interaction Design
- Branding Identity
- UI/UX Design
- Visual Design
- Marketing

GRAPHIC DESIGN SUMMARY

Graphic Designer with 7 years of experience creating print and digital advertising, posters, banners, flyers & promotional signage for design & marketing companies. Designed the January 2021 issue Leesburg Lifestyle Magazine ad for the Vice President of Sky Marble & Granite. Created promotional ads for social media platforms Facebook and Instagram while analyzing Facebook and Instagram customers' engagement.

WORK EXPERIENCE

Corporate Marketing Intern / Jan 2018 - May 2018 WETA, Arlington, VA

- Developed a one-sheet for selling the national sponsorship for the Royal Wedding Watch
- Customized a video bumper for WETA Kids program and intro for my Broadcast Station Branding school project

PROJECTS

Project-Based Learning Website / Aug 2018 – Dec 2018 George Mason University

- Coded an interactive design website using HTML & CSS on Project-Based Learning using the UX process
- Built an adaptive and responsive prototype in Adobe XD

Printed Report / Aug 2018 – Dec 2018 George Mason University

- Designed a 38-page printed report book on Project-Based Learning that features UX Process
- Launched a survey interviewing 192 students on surveymonkey.com
- Created a data-driven design resulting in 78.43% of students who chose experimental learning with 38% strongly agree, 37.5% agree, & 25% neither agree or disagree versus 28.57% who chose traditional learning

Website Redesign / Oct 2018 – Dec 2018 George Mason University

- Redesigned a kids website using usability testing, user experience, user flows, wireframes and visual design industry standards for a government website
- Developed a functioning prototype in inVision and conducted user research and usability testing using 3 real users to test the Kids in the House website