

SUSAN DENSA

Multi-disciplinary Designer,
specializing in UI/UX

✉ susan@cmkykchicago.com

☎ 708.408.2970

🌐 susandensa.myportfolio.com

★ Chicago, IL

EDUCATION

Loyola University Chicago

Bachelors in Arts and Sciences

Visual Comm./Advertising PR

SKILLS

Accessibility

Branding & Identity

Content Creation

HTML/CSS

Management

Prototyping

User Interface Design

User Experience

User Research

Visual Design

Web Design

SOFTWARE PROFICIENCY

Asana/Jira/Trello ★ ★ ★ ★ ★

Figma ★ ★ ★ ★ ★

Illustrator ★ ★ ★ ★ ★

InDesign ★ ★ ★ ★ ★

Lightroom ★ ★ ★ ★ ★

Photoshop ★ ★ ★ ★ ★

Wordpress ★ ★ ★ ★ ★

EXPERIENCE

Manager, Web Design & UX | Sprout Social

Chicago, IL | December 2022 - present

- + Lead and mentor a dynamic team of web and UX designers – championing creativity, feedback, and professional development
- + Collaborate cross-functionally with marketing, product design, and people teams – driving strategic art direction and hands-on execution for various campaigns and web pages with a focus on brand awareness, conversion, and optimization
- + Execute creative discovery and research for net-new web pages and site experiences
- + Co-lead Sprout Social's visual brand refresh, resulting in the creation and rollout of comprehensive brand guidelines that ensure consistency across all marketing touch-points
- + Maintain design systems in Figma while collaborating with dev teams to build seamless and user-friendly experiences across all devices
- + Partner with user research to run experiments on sentiment and usability of various web pages

Additional roles at Sprout Social

Senior Lead Web Designer, April 2022 - December 2022

Lead Web Designer, March 2020 - April 2022

Senior Web Designer, March 2019 - March 2020

Web Designer, June 2018 - March 2019

UI/UX Designer, Technical Engineering | SingleHop

Chicago, IL | July 2017 - June 2018

- + Worked as lead product UI/UX Designer on the desktop platform and mobile app for the SingleHop AI software
- + Collaborated with product owners and dev team to develop the platform based on internal and external user needs
- + Created and maintained the platform's pattern library
- + Partnered with marketing to inform current and future customers of platform benefits and features

Graphic Design Contractor | Discovery Education

Chicago, IL | September 2014 - January 2019

- + Created event collateral, display advertising, and website elements for brand partnership events including: Chobani's Recipe for Innovation, 3M Young Scientists Challenge, Elmer's Science Fair Central, and EA Sports Madden Football by the Numbers

UI/UX Designer, Employer Site and E-commerce | CareerBuilder

Chicago, IL | October 2016 - July 2017

- + Collaborated with product owners to design web experiences for both marketing site and e-commerce platforms
- + Responsible for managing design integrity with both front-end and full stack development team

Additional roles at CareerBuilder

Art Director, Branding & Communications, January 2015 - October 2016

Sr. Graphic Designer, Marketing, September 2010 - January 2015

Graphic Designer, CB Media, December 2007 - September 2010

HONORS & AWARDS

- + Sprout Social Marketing Team Above & Beyond Award Q3 2022 and Q2 2021
- + Sprout Social Marketing Team Everyday Greatness Award Q3 2020
- + CareerBuilder Diamond Club Award 2014