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## MAREN JOHNSON

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### Profile

Passionate and hard-working entry level web and user experience designer. Strong in marketing and graphic design as well as web content management systems. A self-starter who revels in learning new skills and programs. Detail-oriented, creative, and professional. Works well as part of a team and in an independent setting, always holding the tenet that good communication is the key to reaching shared goals.

### Experience

**Web Design Intern, Medica Health Plans** 05/18 - 08/18

- Created and edited webpages and site sections using Sitecore CMS, HTML5 and CSS
- Conducted user experience research — design, execution, analysis — on UserTesting.com
- Managed web projects from problem statement and research to wireframe, design, and approval
- Collaborated with a team to establish user-focused webpage designs and standards
- Lead meetings with senior business partners to problem solve website concerns
- Merged creative design skills with user experience research to create user-focused web solutions

**Graphic Marketing Commissioner, Campus Events; Concordia College** 01/17 - 05/18

- Lead the Campus Events marketing team and their cross-functional sub-teams
- Created online content and managed web mediating Big Tree CMS
- Conceptualized and launched weekly print and social media campaigns
- Communicated consistently with other leaders of Campus Events Commission to track and achieve shared goals
- Completed high-level design projects for major events on campus

**Waitress, Red Lobster; Bloomington MN** 06/16 - 08/17

- Delivered exemplarily customer experiences to our guests
- Maintained a strong work ethic and pleasant demeanor in a high-stress, fast-paced environment
- Handled large amounts of cash

### Skills

- Sitecore and Big Tree CMS
- HTML5 and CSS
- Adobe Illustrator and Photoshop
- UserTesting.com UX research tool

### Education and Accomplishments

**Concordia College, Bachelor of Arts, Business Marketing; Minors in Art and Music** 2019  
*Graduated Magna Cum Laude*

Presidential Scholarship — Merit-based, 4 year scholarship for exceptional incoming students

Larson Scholarship — Merit-based, 2 year scholarship for exemplary, high-achieving business students

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