



MOLLY PEREDO

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Skills

Research & Design

UI & Visual Design
Responsive Design
Brand & Design Systems
Native Mobile Apps
UX Research & Competitive Analysis
User Personas
User & Task Flows
Wireframes
Interactive Prototypes
Usability & A/B Testing
Information Architecture
Data Visualization
Brand Standards & Strategy
Interaction Design
Print & Layout Design
Event & Exhibit Design
Pre-press & Print Production

Marketing & Communication

Storytelling
Project Management
Design Process Development

Tools & Software

Figma
Adobe Creative Cloud
HTML/CSS

UI-UX and graphic designer with proven track record of creating delightful user experiences. Proactive problem-solver with a bias for action and aptitude for anticipating obstacles. Empathetic collaborator well-versed in listening, iterating, and executing.

Work Experience

Freelance Designer, Molly Peredo Designs

August 2021–Present

- Executed creative for entertainment and science education clients.

Marketing & Brand Manager, Make-A-Wish® Michigan

June 2019–August 2021

- Improved annual fundraising donations by 60% for two consecutive years through creative print and digital campaigns.
- Mentored interns as design lead to foster individual growth; leveraged unique skills of each to provide value to the organization.
- Slashed production costs by 20% and improved ordering efficiency with introduction of custom storefront.
- Initiated and led the implementation of accessibility best practices.
- Executed creative for 5–7 annual events, including setting timelines, collecting and implementing feedback, and directing production team.

Graphic Designer & Social Media Manager, AKJ Education

October 2015–June 2019

- Increased sales conversion rate by 3% with an expedited online shopping experience focused on ease of use.
- Headed complete brand refresh, including creation of brand standards and redesign of all print, digital, event, and social media marketing materials.
- Generated 25% increase in brand awareness and customer engagement on social media with targeted content messaging and giveaway initiatives.

Junior Graphic Designer, Nimble Communications, LLC

August 2013–July 2015

- Converted technical SaaS data into engaging multimedia designs for clients.

Education

Bachelor of Fine Art in Graphic Design, Seton Hill University

UI/UX Intensive, CareerFoundry

What Do I Bring To The Table?

Brand Guardian

Enforce consistency to ensure brands present a unified, delightful, and engaging experience across every execution.

Chaos Coordinator

Organize competing priorities, deadlines, and collaborators into flexible production timelines—and ensure they're met.

Accessibility Advocate

Meet or exceed accessibility design standards in every project, creating equitable access and reliable experiences for all users.