

Nella

UX Designer

lanella.design
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Georgia, USA

EDUCATION

Google UX Design Certificate

// January - August 2024, Online

Completed a UX design training program focused on entry-level job readiness. Covered design thinking, UX research, inclusive design, and prototyping with Figma. [Developed a portfolio](#) with three projects, applying hands-on experience in every stage of the design process to earn my certification.

Google The Fundamentals of Digital Marketing Certificate

// February 2020, Online

Earned a certification providing a thorough understanding of digital marketing fundamentals, including SEO, SEM, social media, content marketing, and analytics, crucial for driving successful online campaigns.

Technical College System of Georgia GED

// May 2023

General Education Development Diploma

EXPERIENCE

Social Media Manager SAM Element Indonesia

// Jan – Oct 2019

Developed and executed social media strategies to increase brand visibility and engagement, managed content creation and optimization, used analytics tools to track performance, monitored channels and responded to customer interactions, designed marketing materials, and collaborated with the marketing team and CEO.

Graphic Design Alena Gift & Souvenirs

// Jan 2017 - Dec 2018

Collaborated with clients to understand design needs, created graphics and layouts for various media, developed brand identities, designed mockups for client feedback, supported marketing campaigns, and managed production to ensure timely project delivery.

Office Manager Sinar Inti Teknologi

// Aug 2007 - Oct 2016

Managed daily administrative duties, including phone calls, emails, scheduling, record-keeping, document preparation, travel coordination, recruitment support, and office supply management.

SKILLS

Technical

Figma // Adobe Photoshop // GIMP // Canva // OpenShot Video Editor // Doodly

UX Design

User research // Wireframing // Usability studies // Presentation // Prototyping