

# ASIA TERRELL

## DIGITAL DESIGNER

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Versatile graphic designer delivering high-impact digital and print assets, collaborating cross-functionally to maintain consistent brand visuals across platforms.

### DESIGN TOOLS

Figma, Photoshop, Illustrator, InDesign, After Effects, Word, PowerPoint, Excel, Procreate, Canva, Mailchimp

### EXPERIENCE

#### Digital Marketing Director (Web Dev • Visual Designer • Copy & Technical Writer) | IQV Nexus | March 2025 -

- Lead UI/UX design, content strategy, and ongoing optimization for organizational websites, managing Shopify and GoDaddy backends, including product imagery, graphics, and content publishing.
- Design, build, and maintain responsive websites using HTML/CSS, Wix, and WordPress, ensuring clean structure, brand consistency, and WCAG-compliant accessibility.
- Conduct usability, accessibility, and performance audits, translating findings into actionable improvements to enhance user experience and completion rates for digital healthcare forms and workflows.
- Implement SEO and accessibility best practices, including meta descriptions, keywords, alt attributes, and accessibility tagging to improve search visibility and compliance.
- Collaborate cross-functionally with developers, sales, and marketing teams to meet deadlines while maintaining high-quality design and content standards.
- Drive digital marketing initiatives by designing email and social campaigns, writing persuasive copy, and analyzing performance metrics to improve engagement and conversion.
- Create branded presentations, web assets, and print/digital documents using Adobe Creative Suite, Canva, Microsoft Office, and InDesign, ensuring visual and brand consistency across platforms.
- Write and edit EMR user guides, SOPs, training materials, and product documentation, making complex medical content clear and accessible.
- Maintain organized digital asset libraries, manage version control, and prepare production-ready files optimized for web, email, and cross-platform use.
- Lead user experience and usability testing for digital healthcare questionnaires, intake forms, and diagnostic workflows to reduce friction and improve completion rates.
- Review and approve all written communications for grammar, clarity, tone, accessibility, and brand compliance before release.

#### Digital Communications Lead | Destined for Greatness Outreach Youth Center | June 2025 -

- Design digital and print marketing materials including social media graphics, flyers, and promotional visuals to support community outreach initiatives.
- Using Adobe Dreamweaver to design, code, and maintain responsive web pages using HTML & CSS
- Designing and formatting email newsletters in Mailchimp with a focus on layout, accessibility, audience engagement, and writing compelling copy that drives opens and clicks.

#### Marketing Design Intern | Girl Scouts of Greater Atlanta | April - August 2024

- Collaborated with supervisors, co-workers to create high-quality graphics and illustrations to increase brand visibility.
- Refined designs based on brand guidelines and stakeholders' input.
- Effectively managed time to produce desired products on a deadline.

#### Student Graphic Designer | Beyond Books Magazine | February - April 2024

- Edited written content for clarity, readability, and consistency in tone and style.
- Designed a print-ready article in Adobe InDesign with a strong focus on layout, typography, and visual hierarchy.
- Created and edited graphics using Adobe Photoshop and Illustrator to support visual storytelling.

#### Teacher's Assistant Volunteer | C.J. Hicks Elementary | November 2018 - March 2020

- Supported classroom operations, including instructional materials, bulletin board design, grading, and organizational tasks

### EDUCATION

#### Kennesaw State University 2021- 2024

Bachelor of Science in Interactive Design.  
Minor in Technical Communication.  
UX/UI Club Member. President's List  
Recipient. Dean's List Recipient.

#### Rockdale County High School 2017 - 2021

### SKILLS

- UX & UI Design
- User Research & Usability Testing
- Prototyping & Wireframing
- Web Development (HTML & CSS)
- Technical Writing
- Graphic Design
- Illustration
- Photography
- Video Editing

### RELEVANT COURSEWORK

- Visual Design
- Motion Design
- Instructional Video Design
- Digital Media and Culture
- Information Design
- Technical Writing
- 2D Design and Color Theory
- Digital Accessibility