Philippa Okonjo-Rasmussen

Visual Designer

Portland, OR · philippa.okonjorasmussen@example.com · (458) 555-0126 · Portfolio · LinkedIn · Dribbble

SUMMARY

Visual designer with 6 years shaping brand, campaign and web visuals for consumer brands. Redesigned a landing page that lifted sign-ups by 18% in an A/B test, built a brand system used by 4 teams, and cut campaign production time by 40% with Figma templates.

EXPERIENCE

Senior Visual Designer — Harvestbox

Portland, OR · Mar 2022 – Present

- Redesigned the main subscription landing page with a new type hierarchy and 1 accent color, lifting sign-ups by 18% in a 4-week A/B test.
- Built a brand system of 2 typefaces, 24 color tokens and 30 Figma templates, used by marketing, product, sales and support.
- Cut average campaign production time from 10 days to 6 by reusing a core key visual across 12 formats.
- Art-directed 8 food photo shoots with 3 freelance photographers, all delivered within budget.

Visual Designer — Willamette Creative

Portland, OR · Jun 2019 – Feb 2022

- Designed identities and websites for 14 local clients, 11 of whom returned for further work.
- Created packaging for a cold brew range now stocked in 200 shops.
- Fixed contrast issues across 3 client sites, bringing 100% of text pairs to WCAG AA.

SKILLS

Design tools: Figma, Adobe Illustrator, Photoshop, InDesign, After Effects

Visual craft: Typography, color systems, layout, iconography, art direction

Systems: Brand guidelines, design tokens, component libraries, templates

Collaboration: A/B testing with growth teams, developer handoff, stakeholder reviews

CERTIFICATIONS

Google UX Design Certificate

EDUCATION

B.F.A. Graphic Design, Pacific Northwest College of Art, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.