


MIKAELA PAUSER

UI DESIGNER

 Saint Paul, MN

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ABOUT ME

Motivated, goal-oriented and passionate designer who enjoys making boring things beautiful. Extensive knowledge and focus on design process and human-centered design. Independent worker with high energy that possesses a knack for creating simple - yet dynamic, pixel-perfect and memorable interactions. Detail-oriented with strong time management skills and ability to learn new tasks quickly.

EDUCATION

UX/UI Design
University of Minnesota

Communication Studies
Minnesota State, Mankato

EXPERTISE & TOOLS

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|--------------------|-------------|----------------|--------------|-----------------------|
| Visual Design | Wireframing | Typography | Figma | Front-End Development |
| UI Design | Prototyping | Style Guides | Teamwork | Adobe Creative Suite |
| Interaction Design | Branding | Graphic Design | Adaptability | GitHub/VSCode |

EXPERIENCE

- Social Media & Website Manager** Jan 2023 - Present
Saint Patrick's Association, Inc. | Saint Paul, MN

 - Maintain unified brand voice across all social platforms harmonizing design elements for visual and aesthetic appeal.
 - Create and curate engaging content to raise brand awareness and guide users to the website, incorporating user-centric strategies into content development for an optimal user experience.
 - Stay up-to-date on industry trends and best practices, consistently updating knowledge to contribute to the ongoing improvement of the overall user experience.
- Business Development, Events & Sales Manager** 2018 - 2022
Saint Patrick's Association, Inc. | Saint Paul, MN

 - Independently designed the 'Official Saint Patrick's Day Button' for three consecutive years (2020-2023), demonstrating a strong sense of visual and user-oriented design.
 - Lead a team of eight through the conception, promotion, production and distribution of the 'Official Button', showcasing collaborative and leadership skills essential in UX design projects.
 - Utilized market analysis and brand strategy to orchestrate successful and financially rewarding fundraising events, integrating strategic thinking and user-centric approaches into planning.
- Operations Manager** 2018 - 2021
Volta Logistics, Inc. | Minneapolis, MN

 - Coordinated and oversaw the needs of a diverse client base, navigating multiple projects with unique timelines in a fast-paced environment.
 - Ensured the highest level of user satisfaction by proactively anticipating operational challenges and addressing them strategically, aligning with the user-centric approach of UX design.
 - Streamlined the daily operations of cross-functional teams, with a focus on elevating performance and motivation.
 - Delivered outstanding service and communication to clients, consistently exceeding expectations with unwavering round-the-clock availability, reflecting a commitment to user experience excellence.

RELEVANT PROJECTS

- Freelance UX/UI Designer** Jan 2024 - On-Going
Artitude Picture Framing | Saint Paul, MN

 - Comprehensive website redesign and rebranding in line with WCAG guidelines.
 - More details coming soon.
- Freelance Visual Designer** Sept 2023 - On-Going
Saint Patrick's Association, Inc. | Saint Paul, MN

 - Collaborated on a full redesign of the SPA website in a three-week design sprint, achieving a responsive design.
 - Conducted a comprehensive heuristic evaluation, resulting in a revamped navigation bar for enhanced user interaction.
 - Projected a 40% improvement in website navigation, validated through pre-launch testing with a 95% positive stakeholder satisfaction survey.