





THOMASINA ANDERSEN

ATCAT DESIGN

 atcat.design

 TAAnderSen

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 thomasinaandersen

PROFILE

Emergent graphic designer with a history of herding pixels, bytes, spreadsheets, and people. Thrives on opportunities for creative problem-solving, is a natural storyteller, and goes the extra mile with attention to detail. Possesses equal strength in the logical realms of research, UX mockups, and web scripting, and the inventive worlds of logo design, visual layouts, and branding.

SKILLS

Photoshop   

Illustrator  

InDesign    

HTML5/CSS   

Social Media   

Adobe XD  

QUALIFICATIONS

- Educated in visual design fundamentals and industry standards, stays up-to-date on UX/UI design trends, and learns any CMS, CRM or PaaS/SaaS design interface quickly.
- Communications support experience in all employment sectors, including but not limited to: generating web and social media assets, designing desktop publication and digital layouts, and front-end web design/site maintenance.
- Career-spanning skills in task prioritization, organization, and self-guided completion of projects.

EXPERIENCE

Alaska Small Business Development Center

Administrative Assistant • Anchorage, AK • May 2020 - Dec 2021

- Creating Facebook/Instagram assets for the BuyAlaska program, resulting in a notable reach and engagement increase over two months.
- Researching earned media to provide supplemental uplifting and informative content for monthly newsletters during the period of COVID economic downturn.
- Supporting administrative functions by learning the SBA's Neoserra CRM quickly for the purposes of executing database cleanup, running reports and inputting data into federal reporting documents.

City and Borough of Juneau Parks & Recreation

Administrative Assistant I • Juneau, AK • Jun 2019 - Mar 2020

- Designing digital and print layouts for outreach, including assets for the weekly hiking program which increased audience engagement due to strategic improvements.
- Assisting with visual design of updated sports team registration and facility reservation forms with resultant improved user satisfaction and processing times.
- Updating Parks and Recreation website announcements and responding to Facebook queries to increase social capital and maintain relationships with community members and stakeholders

Southeast Alaska Conservation Council

Office and Operations Manager • Juneau, AK • Apr 2016 - May 2019

- Working closely with the Communications Coordinator on development and execution of fundraising campaigns, and monitoring social media during periods of high engagement on time-sensitive issues.
- Implementing Square point-of-sale for branded merchandise sales, including launching online storefront, updating inventory, and managing CMS integrations.
- Supporting operations under tight deadlines with little room for error for 3 years.

EDUCATION

Southern New Hampshire University

Graphic Design and Media Arts
May 2022

University of Alaska Anchorage

Bachelor of Arts English Rhetoric
May 2010

University of Alaska Southeast

Associate of Arts General Studies
December 2008

AFFILIATIONS

SNHU President's List/Honors Society (Cumulative GPA 3.96)

Member AIGA Alaska

MOCHA Project Management Training Certificate