



Helene Hebron

Freelance Designer

Innovative Freelance Designer with one year of experience in delivering creative solutions for diverse industries. Skilled in graphic design, branding, and web design, with a strong eye for detail and aesthetics. Demonstrates excellent communication skills and a proactive approach in meeting client needs. Committed to producing high-quality work that enhances visual communication and drives business results.

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123 Main St, Rapid City, SD 
57701

Education

**Bachelor of Fine Arts in
Graphic Design at University
of South Dakota, Vermillion,
SD**

Sep 2018 - May 2022

Relevant Coursework:
Typography, Web Design, Logo
Design, Branding, Illustration,
Photography, UX/UI Design,
Motion Graphics, Printmaking,
Package Design, and Art
History.

Links

[linkedin.com/in/helenehebron](https://www.linkedin.com/in/helenehebron)

Skills

Photoshop



Illustrator



InDesign



Sketch



Figma



AutoCAD



HTML/CSS



Languages

Employment History

Freelance Designer at Designs by SD, SD

Feb 2023 - Present

- Successfully rebranded a local restaurant, resulting in a 25% increase in foot traffic and a 15% boost in overall sales within the first three months of implementation.
- Developed and implemented a new website design for a small business, leading to a 35% increase in online conversions and a 20% growth in customer inquiries within the first six months.
- Designed a full suite of marketing materials for a non-profit organization's annual fundraising event, contributing to a record-breaking \$1 million raised, a 40% increase from the previous year.

Junior Freelance Designer at Freelance Design Solutions SD, SD

Aug 2022 - Jan 2023

- Successfully redesigned the company website of a local business, resulting in a 35% increase in online sales and a 50% increase in web traffic within three months.
- Collaborated with a team of developers to create an innovative mobile app for a startup, which gained over 10,000 downloads and a 4.5-star rating within the first month of its launch.
- Streamlined the design process for clients at Freelance Design Solutions by implementing a new project management system, reducing project turnaround time by 25% and increasing overall client satisfaction by 20%.

Certificates

Adobe Certified Expert (ACE)

Mar 2022

UX Design Certification from the Interaction Design Foundation

Aug 2020

Memberships

AIGA (American Institute of Graphic Arts)

IxDA (Interaction Design Association)