

MATILYN ELKIN

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PROFESSIONAL SUMMARY

Digital Media & Design Major specializing in applying web design, graphic design, and visual communication to business problems. My goal is to help companies improve communication through digital media experiences.

EDUCATION University of Connecticut (UConn) - Storrs, CT

Expected May 2024

Major: Digital Media & Design, Concentration in Business Strategies **Minor:** Communications

Major GPA 4.0; **Overall GPA:** 3.933

TECHNICAL SKILLS

Graphic and Digital Media Design: Adobe Suite: Illustrator, Photoshop, InDesign, Adobe XD, Lightroom, Microsoft Suite

Prototyping/Wire Framing: Figma | Adobe XD

Web Design Tools: HTML | CSS | Javascript | WordPress | Wix | SharePoint | Teams | Visual Studio Code | FileZilla | Site Studio | Drupal

Social Media Design: Hootsuite Certification | Shareablee | Canva | Graphics | Animations | Flyers

Analytical Software: SwitchPitch | Google Analytics 4 Certification | Google Tag Manager | SEMrush

RELEVANT COURSEWORK

Web Design | Interaction Design | Design Thinking | Graphic Design | Digital Media Strategies for Business
Mathematics for Business and Economics | Microeconomics | Statistics | Digital Communication | Digital Media Analytics | Digital Media Content Marketing | User Interface Design

EXPERIENCE

GLOBAL ATLANTIC FINANCIAL GROUP INTERNSHIP

06/2023 to 08/2023

- Enhanced capture of user interactions on GA's retirement investment calculators across GA's main sites using Google Tag Manager
- Led the adoption of SEMrush software for SEO and accessibility website optimization
- Evaluated and proposed multiple strategies for use of SEMrush tools to improve GA's online visibility and discover business-to-business and business-to-consumer marketing insights
- Improved site health by 10% and reduced site errors by over 90%
- Addressed a redirect issue that resolved over 10,000 errors on GA's main sites
- Evaluated, summarized, and proposed accessibility overlays to address AA compliance issues
- Proposed improvement of GA's digital brand through a diversity equity and inclusion powerpoint
- Developed a component library system to align design system components across marketing
- Developed and implemented a responsive grid overlay in GA's Figma Library

PFIZER DIGITAL INNOVATION LAB INTERNSHIP

06/2022 to 08/2022

- Assisted Pfizer's Global healthcare Hub with logo and branding
- Assisted PowerPoint Design and organization for All-hands meeting
- Facilitated a team-building exercise for an All-hands meeting
- Assisted Patient Promise in vendor research and created a PowerPoint for an UI/UX overview
- Designed a banner for SwitchPitch training session
- Completed customizable fields created by Pfizer on Switchpitch to attach additional insights on the startups for innovation platforms and services in the digital innovation lab

UCONN Learning Community Innovation Zone (LCIZ Maker Space)

09/2021 to 12/2021

01/2022 to Present

Maker Mentor
Maker Specialist

- Assist Innovation Zone users with maker space equipment, such as vinyl cutters, engravers, 3D printers
- Assist with maker workshops, presentations, and events
- Collaborated with team to design award-winning escape room for UConn Students and Faculty
- Website redesign to better reflect the innovative and creative environment and mission of the LCIZ (Ongoing)

Caffery's Dance & Gymnastics Studio – Web and Graphic Designer

05/2021 to 08/2021

- Rebranded & developed new website with improved user interface on WordPress (www.cafferys.net)
- Designed apparel, posters, programs, and other merchandising products

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01/2022 to Present

- Used Graphic design skills to design a mental health collection including clothing and tote bags
- Photographer for mental health collection

DIGITAL MEDIA & DESIGN PROJECTS

UCONN Digital Media & Design Dept. Animated Social Media Holiday Message

- Animated culturally inclusive social media message for Digital Media Department, used annually

Smithsonian Institute Migratory Bird Center

- Developed animated logo used in Smithsonian presentations and proposals by Senior Leadership
- Prototyped redesign of Migratory Bird Center Citizen Science webpage and data collection portal

Hypothetical Ikea Marketing Strategy

- Collaborated with team to implement SMART and SWOT analysis, strategies and tactics, actions and controls, and a final marketing plan for social media rebranding
- Modeled timeframe actions and media schedules through Hootsuite
- Established KPI's and 5 C's (company, competition, collaborators, customers, climate) research analysis

CareRN App Design

- Worked with a client and team to design, prototype, and wireframe an application and website for graduate nurses experiencing burnout
- DMD Excellence award at the 46th Annual CADC Award Show