



ALEDA JO RUHDE

graphic & web designer

PROFILE

User-focused Graphic & Web Designer passionate about brand-aligned, meaningful design. Skilled at combining visual storytelling with strategic thinking to create engaging user experiences. Brings a collaborative spirit, big-picture vision, and a detail-oriented approach to every project.

EDUCATION

BACHELOR OF SCIENCE

Graphic Design

Web & Interactive Design

Rasmussen University - Lake Elmo, MN

MARCH 2022

PERSONAL SKILLS

- Adaptability
- Collaborative
- Attention to Detail
- Communication
- Time Management

PROFESSIONAL SKILLS

DESIGN

- Web Design
- UX Design
- Branding
- Logo Design
- Booth Design
- Social Ad Design
- Campaign Planning
- Image Retouching
- Video Editing
- HTML/CSS Basics

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- Adobe Lightroom
- Adobe AfterEffects
- Figma
- Microsoft Word
- Google Slides
- Google Docs
- Google Sheets
- Canva

WORK EXPERIENCE

METRIC MARKETING / Saline, MI / metricmarketing.com

Graphic Design Lead / 2023 - 2024

Graphic Design & UX Manager / October 2024 - present

- Led a design team producing digital marketing assets—including ads, email assets, social content, and website design—while managing workflows and timelines to ensure timely delivery and resource efficiency.
- Served as the primary design liaison in client meetings, presenting concepts and advocating for user-centered design solutions.
- Developed and maintained brand identity systems for multiple clients across various industries, ensuring consistency across all digital touchpoints.
- Designed wireframes, interactive prototypes, and high-fidelity UI mockups using Figma and Adobe XD.
- Worked closely with digital marketing strategists, SEO experts, and content creators to align visual design with campaign goals and performance metrics.
- Collaborated with developers to implement responsive and accessible design solutions optimized for performance and engagement.
- Utilized analytics tools (e.g., Microsoft Clarity, Google Analytics) to monitor UX performance and iterate on design improvements.

THAT'S MY IDEA MARKETING / Woodbury, MN / thatsmyideamarketing.com

Graphic Designer / June 2022 - October 2023

- Designed and built SEO-optimized websites for clients using Wordpress Divi builder.
- Conceptualized business cards, brochures, signage and other print materials for local businesses.
- Assisted in development of digital marketing strategies for new businesses.
- Worked directly with clients on projects from start to finish to ensure we delivered a product they loved.
- Attended and participated in weekly business networking meetings with local business owners.

CONTACT

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