

# Vanessa Bowen

## Web, Graphic, & UX Designer

Albuquerque, NM

[bowencreative.co](http://bowencreative.co)

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## SKILLS

Adobe Creative Cloud  
A/V  
Canva  
DJ / Live Environment  
eCommerce  
Event Planning  
Figma  
Fine Art  
Graphic Design  
HTML5/CSS  
Illustration  
Invision  
Lo-to-Hi Fi Prototypes  
Marketing  
OBS  
Persona  
Print & Prepress  
SEO  
Storyboarding  
Strategy  
Streamlabs  
Usability Testing  
User Research  
Wireframing  
Wordpress

## EDUCATION

**General Assembly**  
User Experience Design  
April 2021

**Fort Lewis College**  
Studied English &  
Studio Art

Resilient, innovative, and tenacious Web and Graphic Designer turned User Experience Designer, motivated by community building and uplifting, empowering minority voices through art, design, and technology.

Utilizing the thoughtful, passionate experience gained from building memorable brands and designing for web and print projects; my strength in design is foundational for working with qualitative and quantitative approaches for social change.

I am seeking to invigorate and strengthen my skillset with an industry-leading company to expand my understanding of UX Design and challenge the design status quo. Most importantly, to inspire and spearhead a path in tech for my Indigenous community.

## EXPERIENCE

### PRINCIPAL OWNER | WEB & GRAPHIC DESIGNER

Bowen Creative LLC | May 2016 - Present

A creative firm specializing in visual identities through branding, graphic design, web design, event coordination, marketing, sound production, and illustration.

### DIGITAL MARKETING MANAGER & GRAPHIC DESIGNER

Heidi's Raspberry Farm | June 2019 - May 2020

Digital marketing, web development, event planning, and content creation for a New Mexican raspberry farm producing organic and all-natural hand crafted jam.

### PROJECT MANAGER & WORDPRESS WIZARD

Easy Agent Pro | March 2015 - September 2016

Project management of custom Wordpress multi sites for realtors with a focus on real estate lead generation, digital marketing, web development, SEO, and IDX.

### MARKETING & EVENT COORDINATOR

Gallup BID, Inc. | August 2013 - August 2014

Non-profit marketing and event coordination. Negotiation of event contracts within budget limitations; ensure a successful event from start-to-finish.

### CURATOR

Kaleidospoke | August 2010 - June 2014

Kaleidospoke is a multi-venue exhibition aimed to instill the love of cycling through art and film. Kaleidospoke has had four successful exhibitions since 2010.

## ROLES

### AIGA

2021 - Present

New Mexico Membership / Diversity & Inclusion Board Member

### ABQ ARTSHUB

2021 - Present

Advisory Board Member

### IMMANUEL PRESBYTERIAN AND PARTNERS FOR SACRED PLACES

2020 - Present

Community Advisory Committee Member