

Mehak Dedmari

mehakdedmari12@gmail.com | [LinkedIn](#) | [Portfolio](#)

EDUCATION

University of Oregon

Eugene, Oregon

Bachelor of Arts in Computer Information Technology & Advertising

Class of 2023

- **GPA & Honors:** 4.0 | Summa Cum Laude
- **Relevant Coursework:** Database Systems, Web Design Production, Web Application Development I,II,III, Fundamentals of Networking, Fluency with Information Technology

WORK & LEADERSHIP EXPERIENCE

Donut Digital

New York, New York

Senior Graphic Designer

February 2023 – Present

- Crafted data-driven design assets for 28 e-commerce clients, strategically aligning visual elements to key performance indicators
- Implemented high-performing designs for website and app interfaces, optimizing user engagement and conversion across landing pages, static ad campaigns, and creative strategy development.
- Utilized data-driven results to iteratively refine and optimize top-performing design concepts, fostering continuous improvement in alignment with business objectives.
- Effectively communicated with stakeholders to share insights, present design iterations, and collaboratively refine strategies based on real-time performance data.
- As the team leader, directed comprehensive quality assessments of fellow designers' work, ensuring alignment to design standards and surpassing client expectations.
- Managed all aspects of design projects for high-touch clients from initial ideation to final delivery. Maintained sole ownership of said accounts, ensuring exceptional service and exceeding revenue targets through tailored design solutions.

Private Equity Partners

Los Angeles, California

Business Development Intern

September 2022 – February 2023

- Assist in sourcing potential investment opportunities by conducting research, analyzing industries, and identifying target companies for acquisition or investment.
- Created financial models, performed competitive analyses, and prepared presentations.
- Analyzed the competitive landscape and assess how a potential investment fits into the firm's overall portfolio and investment strategy.
- Interpreted data related to business development efforts, track key performance indicators, and identify areas for improvement.

HolaPlace

Barcelona, Spain

UI/UX Design Intern

June 2022 – August 2022

- Designed UI elements for mobile and desktop improvements within the current application functionalities using Figma, Adobe Photoshop, and Adobe InDesign.
- Defined UX strategy to optimize the end to end e-commerce experience across all touchpoints.
- Provided design specifications to support software requirement documentation, including use case flows, flow diagrams, and UI assets.

SKILLS, ACTIVITIES & INTERESTS

Software: JavaScript, CSS, HTML5, Responsive Web Design, Interactive Web Design, MySQL, React

Design: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Figma

UI/UX: Prototyping, Wireframes, User Flows, Figma, Sketch, Unbounce, Adobe XD, User Research, Information Architecture (IA)

Extracurriculars: Chi Omega Sorority (Graphic Design & Merchandising Chair)