

ROMI ANDERFUREN

DESIGNER & WEB CONTENT MANAGER

 <https://www.romianderfuren.com>
 romi.anderfuren@gmail.com
 847.736.1907  Waukegan, IL

SKILLS

DESIGN & CREATIVE

- Adobe Creative Cloud (Dreamweaver, Illustrator, InDesign, Photoshop, XD); Knowledgeable in Canva, Figma
- Brand identity, digital and print design, event collateral, mockups, PowerPoint presentations, storyboarding, UI/UX design, wireframes

WEB CONTENT MANAGEMENT & EDITING

- Contentful, EPiServer, HTML, WordPress
- Copy editing and proofreading for accuracy, tone, and grammar, ensuring consistency across digital and print materials
- Knowledgeable in Amazon Store Builder, Salesforce Pardot, SharePoint, Shopify

PROJECT MANAGEMENT

- Airtable, Basecamp, Jira, Robohead
- Microsoft Office 365: Excel, PowerPoint, Word

COMMUNICATION & LANGUAGES

- Bilingual in English (native) and Spanish (fluent in speaking, reading, and writing)
- Detail-oriented, efficient, strong time management, adept at cross-department collaboration

EXPERIENCE

GRAPHIC & WEB DESIGNER

The Alexander Group, Chicago, IL | Nov 2021 – May 2024

- Designed a wide range of digital and print collateral (social media graphics, landing pages, emails, ads, logos, event materials, client presentations), ensuring consistent branding and professional quality across platforms.
- Rebranded outdated visuals, and developed templates that streamlined the graphic creation process, strengthening brand identity and improving client-facing materials.
- Enhanced website UX by developing new WordPress pages with optimized layouts and interactive features that improved user engagement.
- Created branded YouTube thumbnails and graphics that increased visibility and audience interaction.

FRONT END WEB DESIGNER

BLICK Art Materials, Highland Park, IL | Jul 2019 – Jun 2021

- Designed responsive web pages and templates from wireframes and prototypes. Streamlining development, improving design efficiency, accessibility, and usability.
- Transformed static image-based pages into mobile-friendly, SEO-optimized content with clear CTAs, contributing to record-setting online sales.
- Produced and coded digital marketing assets—homepage banners, product carousels, and landing pages—using HTML, CSS, and Contentful CMS.
- Supported and mentored freelancers and team members by reviewing projects, providing feedback, and ensuring quality standards.

NorthShore University HealthSystem, Evanston, IL

INTERACTIVE MARKETING CONTENT LEAD

Dec 2014 – Jul 2019

- Received a promotion and directed content projects from kickoff through launch, managing timelines and collaborating with clinical experts, videographers, and writers for seamless delivery.
- Led major website redesigns focused on UI/UX and branding, including the *Healthy You* blog, which became an award-winning, high-traffic digital resource.
- Designed the interface and branding for the *What's Going Around* mobile app, expanding the system's digital presence.

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Continued...

- Produced engaging visuals for blogs, patient stories, contests, and events, as well as Snapchat filters and branded infographics for in-person campaigns.
- Collaborated with developers on project management, UAT, and marketing deployments.
- Partnered with vendors and the media team to ensure brand compliance across the hospital interactive TV system, patient experience videos, and health information videos.
- Supported social media strategy, reviewed and approved SEO campaigns, and analyzed their performance to improve digital engagement.
- Mentored junior team members, trained managers, and contributed to recruitment and onboarding efforts.

NorthShore University HealthSystem, Evanston, IL

INTERACTIVE MARKETING COORDINATOR

Feb 2007 – Dec 2014

- Managed and updated 4,000+ website pages with CMS/HTML, ensuring copy accuracy, brand alignment, and consistent tone.
- Designed logos, digital ads, and promotional graphics for social media platforms, the website, and intranet.
- Trained more than 70 content authors across departments, virtually and in-person, to strengthen their CMS knowledge and brand compliance.
- Created and maintained a comprehensive brand style guide to unify digital and print materials.
- Partnered with PR and Marketing to showcase media coverage online, and produced patient stories and clinical videos to engage audiences.
- Conducted UAT on websites and applications to ensure usability, accessibility, and functionality.
- Oversaw vendor relationships to support projects, maintain quality standards, and meet deadlines.

EDUCATION

THE ILLINOIS INSTITUTE OF ART – CHICAGO

Bachelor of Fine Arts (BFA) – Graduated: 12/1998

Major: Visual Communications | Minor: Graphic Design

NORTHSHORE UNIVERSITY HEALTHSYSTEM LEADERSHIP ACADEMY

Emerging Leaders Program Certification – 1/2016

Improved leadership skills through lessons in communicating effectively, establishing trust, impacting results through influence, balancing priorities, giving feedback to improve teamwork, conflict resolution, and role model best practices.