

# PAIGE ROLLINS-COLOMBO

*user experience designer*

## SKILLS

Campaign Planning  
Brand Strategy  
User Research & Testing  
Brand Positioning  
Product Design  
Visual Design  
Prototyping  
Wireframing  
Ux + Ui Design  
Information Architecture  
Creative Concepting  
Presenting + Pitching  
Deck Design  
Service Design  
Event Design  
Event Coordination

## TOOLS

Figma  
Sketch  
Adobe Suite  
Final Cut Pro  
Chatfuel  
Keynote  
Cinema 4D  
Unity  
Google Digital Marketing &  
E-commerce Professional  
Certificate

## ASK ME ABOUT

Dolly Parton  
My comprehensive beauty  
product review spreadsheet  
The journey to obtain  
Beyonce tickets  
My current TikTok obsession  
Planning a wedding on NYE

## EDUCATION

VCU Brandcenter | Richmond, VA  
Masters of Science in Business/Branding,  
Experience Design Concentration  
*Class of 2019*

Longwood University | Farmville, VA  
Bachelor of Arts in Communication Studies,  
Organizational Communication and Public Relations  
*Graphic Design Minor*  
*Cormier Honors College*  
*Class of 2015*

## EXPERIENCE

TikTok | New York, NY  
*Go To Market Lead, North America*  
Managed a team of strategists and creatives to launch  
integrated campaigns for TikTok during a nationwide ban.  
*September 2024 - Present*

*Global Integrated Marketing Manager*  
Built comprehensive go-to-market plans for five global  
regions to inspire brands to make more creative content  
on TikTok.  
*August 2023 - September 2024*

Gus.biz | New York, NY  
*Creative Strategist*  
Developed brand positioning, product design, and naming  
strategies for clients like Spotify for Artists, Vacation, and  
the PCA Group – a rapid prototyping beauty  
brand incubator. Established and cultivated the strategic  
arm of the business as the fifth employee.  
*March 2022 - March 2023*

Translation LLC | Brooklyn, NY  
*Context Planner*  
Led and created 360 campaign rollout plans for clients  
like Beats by Dre, State Farm, and Tic Tac. Discovered a  
passion for comms planning and strategic thinking, in  
addition to creative ideation.  
*June 2020 - March 2022*