

PAIGE ROLLINS

user experience designer

SKILLS

Brand Positioning
Brand Strategy
User Research & Testing
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
Starting a summer camp

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

Gus.biz | New York, NY
Creative Strategist
Developed brand positioning, product design, and naming
strategies for clients like Spotify for Artists, Timex, Meati,
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 - Present

Translation LLC | Brooklyn, NY
Context Planner
Led and created 360 campaign rollout plans for clients
like Beats by Dre, State Farm, and Tic Tac.
July 2021 - March 2022

Junior Context Director
Discovered a passion for comms planning and strategic
thinking, in addition to creative ideation.
June 2020 - July 2021

Longwood University | Farmville, VA
Brand Experience Strategist
Redesigned the campus visit experience for prospective
students and their families, to drive enrollment and create
a personalized and authentic first impression.
July 2019 - June 2020

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