



Adriana Lassa
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Milwaukee, WI

Creative and detail oriented professional with experience in various retail environments.

Professional Summary

The candidate is a graphic designer with a solid foundation of design principles, with experience in identity design, brand development, publication design, and visual curation and storytelling. Passionate about merging art, design, and digital media to create compelling visual experiences. Adept at blending content trends, brand strategy, and innovative design to deliver cohesive and engaging solutions. Skilled in mood boarding, brand research, and user flow, with a keen eye for aesthetic harmony. A strong believer in the power of collaboration and clear communication, thrives in team environments where creative ideas are exchanged and refined to drive impactful results. Committed to maintaining an organized, efficient workflow to meet deadlines without compromising quality. Knowledgeable in using the Adobe Creative Suite and Figma.

Education

Milwaukee Institute of Art and Design - 3.8 GPA
Bachelor of Fine Arts in Communication Design
Presidential Scholarship

Honors

American Graphic Design Award - Beverage Packaging & Identity Design - 2023
Scholastic Art Awards - Silver Key, Painting - 2020
Scholastic Art Awards - Honorable Mention, Drawing and Illustration - 2019

Technical Skills

Adobe Creative Suite - Photoshop, Illustrator, InDesign, and XD, Figma, User Interface Design, Wire framing, Usability Testing, Mood boarding, Persona Building, Research, Color Touch up.

Professional Experience

Whole Foods Market (May 2023 - Current)

Bakery and Coffee Bar Team Member

- Provided exceptional customer service by assisting shoppers, answering inquiries, and offering product recommendations to enhance their experience.
- Streamlined daily operations by organizing tasks, prioritizing workflow, and maintaining an efficient and clean workspace to ensure smooth service.
- Ensured food safety by accurately labeling products and monitoring allergens
- Performed cleaning and maintenance of the bakery and coffee bar

Nordstrom (June 2021 - February 2023)

Sales Associate Women's Fashion

- Assist customers on the floor and with personal shopping
- Main fitting room and floor cleanliness
- Organize new stock shipments and prepare them for the floor
- Stay knowledgeable about new and existing brands and on the floor
- Reminder that luxury isn't just about product, it's about intentional service

Golden Nest Pancakes & Cafe (February 2021 - June 2021)

Host

- Waitlist management, guest greetings
- Staff assistance

Community Involvement

Milwaukee Artist Resource Network Art + Culture Hub (February 2023 - May 2023)

Volunteer

- Supported MARN's creative and marketing efforts by designing digital assets, promotional materials, and engaging social media content.
- Assisted in brand visibility initiatives by contributing to marketplace store operations and store displays.
- Promoted community engagement by sharing student learning programs across social media platforms.
- Provided hands-on event support, including preparing branded materials (e.g., stamping cups, maintaining seating) to ensure a professional and cohesive aesthetic.

Milwaukee Art Museum (February 2023 - May 2023)

Volunteer

- Delivered visitor-focused assistance by answering questions, providing directions, and ensuring a welcoming atmosphere for guests.
- Supported event logistics, including ticket distribution, lanyard preparation, and attendee check-ins
- Monitored exhibition spaces