



**Adriana Lassa**  
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**Milwaukee, WI**

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

### 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 Photoshop & Illustrator, Figma, User Interface Design, Wire framing, Usability Testing, Mood boarding, Persona Building, Research, Color Touch up, Customer Service.

### 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

#### **Artist Relations** (September 20, 2025)

##### *Artist Relations, Live At The Plaza Summer Concert Series at Deer District Milwaukee*

- Assisted with artists' transportation accompaniment
- Work/plan around multiple schedules
- Addressing artists' needs
- Be available and maintain an open line of communication for the artists and coworkers

#### **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