

# Ariana Z. Farquharson 16+

years of combined experience in design practice, consultation and creative leadership.

Charlotte, North Carolina  
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## ADDITIONAL EXPERIENCE

### Tech Mentor

INTech Camp for Girls  
Charlotte, NC (Summer 2017)

### 3D Game Design IT Specialist

Youth Digital  
Charlotte, NC (Summer 2015)

### Mod / Game Design Development Teacher

Youth Digital  
Charlotte, NC (Summer 2014)

### Teaching Assistant

Design Camp  
North Carolina State University  
Raleigh, NC (Summer 2007)

## VOLUNTEER EXPERIENCE

### Volunteer

North Carolina State University  
College of Design  
August 2005 – December 2010

### Presenter

The Park Ministries TechFit Camp  
Intro to Building a Mobile App  
(Summer 2017)  
What is Design? (Summer 2018)

## EDUCATIONAL BACKGROUND

### North Carolina State University

Bachelor of Graphic Design  
May 2010 | Cum laude

Bachelor of Arts in English  
Concentration in Language, Writing  
and Rhetoric  
December 2009 | Cum laude

Overall GPA 3.435

## TECHNICAL COMPETENCIES

- Adobe Creative Cloud
- Figma / Sketch / XD / InVision
- HTML / CSS (some JS)
- Content Management Systems
- Microsoft Office, Google Productivity
- Mac OS X, Windows

## CERTIFICATIONS

1. LUMA Certified Practitioner of Human-Centered Design LUMA Institute (July 2022)
2. Teaching English as a Foreign Language (TEFL) International TEFL Academy (June 2021)

## RELEVANT WORK EXPERIENCE

### Avanade

Raleigh, NC | Visual Design Manager, June 2022 – February 2023 | Senior Visual Design Consultant, March 2021 – June 2022

- Collaborated across teams, including Business Analysis, Technology, Product Management, Sales and User Experience Design to deliver digital workplace (WX) and customer experience (CX) products that effectively leveraged Microsoft and partner technologies
- Provided art direction for digital user interfaces, including website and web application designs and early stage products, including the an MVP to improve a large travel company's data collection, storage and management for more efficient and accurate delivery of passenger services
- Helped develop and refine stories and strategies for six-figure and multimillion-dollar pitch decks, including: proposal for integrated Microsoft technology products and services to improve productivity for local healthcare systems; proposal for Metaverse as a long-term care experience for children's hospitals; proposal for UI/UX redesign for a large transportation company's internal system
- Supported internal Design Systems team in developing and documenting company vision, recommendations, standards, references and sample briefs for service offering
- Initiated and co-facilitated a design thinking workshop for an internal group of Black women employees that explored and defined "safe space" in corporate setting; documented findings for future growth and planning resource; formally presented findings to group, including CEO and other leadership
- Contributed insights and feedback to internal South Experience Design community by attending project reviews, check-ins and office hours
- Advised incoming junior designer by supporting her professional and creative growth and development, identifying her career goals, conducting progress reviews, ultimately leading to her successful promotion to senior designer
- Received numerous GoTeam! Awards from colleagues for effective collaborations, valuable team support and demonstration of company values

### Freelance Visual Designer

Foxxwork Creative | Charlotte, N.C. | August 2007 – March 2022

- Conceptualized and designed creative solutions for a variety of print, identity and digital products, with a focus on developing experiences tailored to Clients' business and customers
- Fostered working relationships with a wide range of clients, including, but not limited to: startups, small businesses, non-profits and higher education institutions
- Provided Client consultation from project inquiry through development, with a focus on educating Clients on common design approaches and processes
- Independently managed business operations, including, but not limited to: writing proposals, invoicing clients, building and maintaining client relationships, and collaborating with contractors (eg. printers, developers, marketers)

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## RÉSUMÉ

### RELEVANT WORK EXPERIENCE

#### Co-founder, Chief Executive Officer, Chief Design Officer

*bizqit Company, Inc. | Charlotte, N.C. | April 2014 – February 2020*

- Oversaw business development, vision and overall direction for the company
- Collaborated with Business Advisor and CTO to determine next steps for growth, including company formation, product development and digital strategy
- Developed product ideas, conducted user research and built prototypes using various tools, including Invision, Adobe Creative Suite, Google Docs and HTML/CSS
- Pitched concept to small business group at UNC-Charlotte
- Attended entrepreneur networking events, including Female Founders Conference and Black Wall Street Homecoming
- Used publishing tools like MailChimp, ExpressionEngine, Buffer and Planoly to write and publish content across digital platforms

#### Senior Graphic Designer

*Kompleks Creative, Inc. | Durham, N.C. | April 2011 – April 2014*

- Consistently delivered high-quality visual solutions to a wide clientele, from startup founders to higher education institutions
- Managed Graphic Designer and student interns by assisting with task management, reviewing Client-facing work, and guiding their professional and creative development
- Represented company during Client meetings, community events and presentations, hiring processes, student portfolio reviews and studio visits
- Assisted in research, copywriting and copyediting for Requests for Proposals (RFPs), marketing campaigns and company portfolio

### SPEAKING ENGAGEMENTS

#### RevisionPath 2014

"Episode 59: Ariana Farquharson"  
Podcast Guest (bizqit Co., formerly curativ Co.)

#### Black Wall Street: Homecoming 2018

"Fighting the Right Brain/Left Brain Battle for Business Sustainability"  
Panelist (bizqit Co.)

#### NC State Black Alumni Weekend 2023

Alumni Panelist