

# Caila Ellerman

## Brand & Design

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[LinkedIn](#)

[Portfolio Link](#)

Creative professional with 8+ years of experience in marketing and project management, transitioning to a career in web and UX/UI design. Proficient in design tools such as Photoshop, Illustrator, and Figma, with hands-on experience in web development platforms including WordPress and Elementor. Passionate about crafting user-centered digital experiences and utilizing insights from marketing to inform innovative design solutions.

## Key Skills

### Design & Prototyping:

- Adobe Creative Suite (Photoshop, Illustrator, XD)
- Figma
- Prototyping (Low & High Fidelity)

### Web Development:

- WordPress, Elementor, Crocoblock
- Basic HTML & CSS

### UX/UI:

- User Research & Personas
- Wireframing & Empathy Mapping
- User-Centered Design Principles

### Additional Skills:

- Motion Graphics (After Effects, Premiere Pro)
- Project Management (Agile & Cross-Functional Collaboration)
- Content Strategy & SEO

## Education & Certifications

- User Interface (UI) and User Experience (UX) Design Associate Certificate (Present)
- Visual Communications Medicine Hat College (2011-2012)
- Bachelor of Commerce University of Saskatchewan (2012-2016)

## Professional Experience

### Account Manager

Marr Media Group (Social Media Agency)

06/2024-Present

- Acted as the primary point of contact for clients, managing communication, expectations, and campaign results
- Oversaw the development and execution of creative social media campaigns tailored to client goals
- Collaborated with designers and videographers to create visually engaging and high-performing content
- Analyzed campaign data and provided strategic recommendations to optimize performance
- Managed timelines, deliverables, and budgets for multiple client accounts, ensuring seamless project execution
- Directed content creation aligned with audience insights, resulting in measurable increases in engagement and conversions

### Project Manager

Sayvee Creative (Creative Agency)

06/2022-06/2024

- Led UX/UI and web design projects using tools like WordPress and Figma.
- Managed client communications, gathering requirements, providing updates, and ensuring alignment with client objectives
- Coordinated with cross-functional teams of designers, developers, and marketers to deliver high-quality projects
- Conducted wireframing and prototyping, applying insights from user personas and stakeholder feedback
- Oversaw project details, including timelines, budgets, and deliverables, ensuring successful outcomes within scope

### Multi-Media Marketing Manager

SalonScale Technology Inc (SaaS/B2B)

06/2018-06/2022

- Designed social media graphics, business cards, and digital ads using Adobe Creative Suite
- Produced motion graphics and videos for product marketing
- Worked with product and design teams to optimize the company's website for usability

## Freelance & Personal Projects

2018-Present

- Produce and edit video content for product demos, testimonials, and marketing campaigns
- Develop and execute content and SEO strategies across all digital channels, including website, social media, email, and blogs

### Key Projects

- [Web Design for Prairie Ridge Resort](#)
- [Web Design for Rootbar Salon](#)
- [Prototype for Red Bird Brewing App](#)