

Pondikpa Eddie Adouna

Graphic Designer • UX/UI Designer • Web Design & Digital Media

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PROFESSIONAL SUMMARY

Graphic and UX/UI Designer with an Associate Degree in Web Design and Digital Media from Madison College and freelance design experience since 2017. Skilled in visual design, brand identity, promotional materials, landing page design, Adobe Creative Cloud, Figma, and WordPress. Comfortable working independently and in team environments. Bilingual in English and French.

DESIGN & TECHNICAL SKILLS

Adobe Photoshop

Adobe InDesign

WordPress

Visual hierarchy & layout

Print & digital production

Typography & proofreading

Adobe Illustrator

Figma

Brand identity & logo design

UX/UI research & user testing

EXPERIENCE

Freelance Graphic Designer

2017 – Present

Independent • Madison, WI & Remote

- Designed promotional graphics and communication materials for email, web, and print audiences, adapting each asset to the target channel and audience.
- Created brand identity concepts including logo directions, visual systems, and supporting assets for multiple clients and organizations.
- Developed the promotional landing page for ArtExplorer, applying visual hierarchy and UX/UI principles to communicate the app's value clearly.
- Designed visual communication materials for Diastoevie Association, supporting public-facing outreach through consistent, on-brand graphics.
- Coordinated directly with project stakeholders to understand goals, present concepts, and refine designs based on feedback.
- Managed multiple projects simultaneously, delivering polished work across print and digital formats within agreed timelines.

SELECTED PROJECTS

Innov Concept — Brand Identity Design

- Designed a complete visual identity for Innov Concept, including logo exploration, color direction, and brand asset development to establish a cohesive brand presence.

ArtExplorer App — Landing Page Design

- Designed a promotional landing page for an app concept focused on helping users discover local artistic culture, applying UX/UI layout principles, visual hierarchy, and clear calls to action.

Diastovav Association — Communication Materials

- Produced graphic assets and promotional materials to support outreach activities, ensuring visual consistency across digital and print channels.

COMPETITIONS & DESIGN RECOGNITION

WASFAA Annual Conference — Logo Contest 2023

- Submitted a logo concept aligned with the organization’s mission, applying brand identity and event design principles to a formal competition context.

APBEF-TOGO — Logo & Brand Identity Competition 2019

- Developed a brand identity proposal for the Association of Bank and Financial Institution Professionals in Togo, designing for a professional financial-sector audience.

EDUCATION

Associate Degree — Web Design and Digital Media (UX/UI) Dec 2025

Madison Area Technical College (Madison College), Madison, WI

Visual Communication — Coursework 2021 – 2022

Madison Area Technical College (Madison College), Madison, WI

IT-Network Specialist — Coursework 2020

Madison Area Technical College (Madison College), Madison, WI

LANGUAGES

English (Fluent) • **French** (Native)