

Cullen Teska, UX Designer

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LINKS

[Linkedin](#), [Portfolio](#)

PROFILE

As a UX Designer, I blend creativity with empathy to approach design challenges in a unique and innovative way. With a passion for user-centered design and a commitment to exceeding user needs, I am excited to explore new design trends and technologies to help drive business results. Let me bring my creativity and problem-solving skills to help your team deliver exceptional user experiences.

EMPLOYMENT HISTORY

- Nov 2013 — Present **Design Lead and Licensed Agent, Strive Medicare** La Crosse Wisconsin
- **Ux Design: Used design thinking (research, define, ideate, prototype, test) to 3x conversion rates on ad campaigns.**
 - **Used UX Research and Design thinking to build systems that helped Strive to become a national sales leader.**
 - Design: Print material (postcards, posters, and banners) and Digital (YouTube covers, digital ads, and other graphics) Web Design: Websites and Landing Pages
 - Involved in the entire sales process: Marketing Campaigns, CRM Management, Sales and Customer Service
 - Personally achieved national sales leader with Aetna Medicare Supplements.
- Aug 2009 — Jun 2014 **Young Adult Ministry Director, Elmbrook Church** Brookfield Wisconsin
- Wrote and implemented studies and discussion guides including **designing for print**.
 - Led presentations and lessons in both large (300+) and small group settings.
 - **Designed brand merchandise (banners, t-shirts and posters).**
 - Organized events in the local community, including overseeing the budget, subcontractors and venue reservations.
- Dec 2014 — Present **Board of Directors, Arrowhead Bible Camp** New Auburn Wisconsin
- Create and execute 5 week program; including **designing a 300-page course handbook**, and teaching classroom and evening services.
 - Direct the organization's budget to fund operations, and increase efficiency.
 - Implement corrective action plans to solve organizational or departmental problems.

EDUCATION

- 2012 — 2018 **Masters of Divinity, Bethel University** Saint Paul, MN
- 2006 — 2009 **Bachelors of Science - Psychology, University of Northwestern** Saint Paul, MN

SKILLS

Adaptability	Google Analytics
Adobe Creative Suite	Graphic Design
Adobe XD	Interpersonal Skills
Analytical Skills	Photography
Collaboration & Teamwork	Public Speaking
Communication Skills	Video Production / Adobe Premier
Design Thinking	Wireframing
Figma	

COURSES

- Jan 2023 — Apr 2023 **UX Design Professional Certificate, Google**

