

CLIENT NAME

Senior Creative and Visual Designer

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Phone Number

clientname@yahoo.com

[LinkedIn Profile](#)

- **INNOVATIVE AND FORWARD-THINKING WEB, GRAPHIC AND CREATIVE DESIGN PROFESSIONAL** with a Bachelors Degree in Graphic Design and 14 years of experience developing creative and targeted advertising initiatives and driving significant revenue growth for campaigns. Proven ability to collaborate with cross-functional leads to quickly and accurately execute on projects for Fortune500 publishers and advertisers. Maintained a successful record of meeting all deadlines, regardless of timeline, and unique situations of projects.
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Blue-Chip Clients

[See My Portfolio](#)

- **Wal-Mart**
- **Ebay**
- **Ebay Motors**

Professional Experience

Senior UX Designer: Provide Commerce

- Create visual materials as well as designing user interfaces within the structure of existing Web properties pertaining to: ProFlowers, ProPlants, RedEnvelope, Personal Creations, Shari's Berries and Cherry Moon Farms.
- Participate in and help facilitate UX design brainstorming and work sessions in an Agile work environment.
- Sketch, produce storyboards, flow diagrams, and wireframes required to develop and evolve the customer experience as well as design specs for Web Development teams.
- Work with the UX + UI team to interpret test results and incorporate results into UX Design efforts.
- Effectively communicate, defend, and build consensus around visual + motion definition and UX Design direction.

Design Skills

- Visual/Web
- UX
- UI
- Print
- Logo

Senior Front End Designer: DigitalMojo

- Create, maintain and improve B2C, Channel Partner, and internal websites
- Maintain design standards for direct partners, AT&T, Time Warner, Comcast, and Dish Networks
- Co-develop wireframes for rapid prototype of a global Internet technology site
- Produce and deliver all technical designs to meet specifications for responsive design environments including retina display considerations
- Provide Art Direction, front end-design geared toward B2C products and services
- Recommend and implement designs for enhanced web and mobile user experience
- Facilitate UX design brainstorming and work sessions
- Interface with key Marketing and Sales stakeholders to refine requirements, finalize scope of work, prioritize workload, communicate timeline and manage expectations
- Partner with QA and development teams to ensure compatibility and quality of websites
- Demonstrate experience building, mentoring and managing a mid-size creative team. Inclusive of assessing and hiring talent, managing performance and retaining positive spirit
- 5+ years management experience working with large-scale web sites, e-marketing, e-commerce and advertising
- Strong initiative, a positive "whatever it takes" attitude and a proven ability to successfully work with other team members across departments and levels of authority
- Assist the Marketing department in converting digital assets to web ready formats
- In-depth knowledge of layouts, graphic fundamentals, typography & limitations of the web
- Understanding of Flash with experience in storyboard design to translate ideas to designers for final motion graphics solutions

Education

- **Bachelor of Arts in Graphic Design**, San Diego State University, Magna Cum Laude
- **Diploma in Web Development**, Graduate Platt College

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- Well versed in modern multi-device UX Design practices that extend from wireframes, flow diagrams and interaction design through visual design execution and creation of design specifications. A self-starter who is driven to collaborate and inspire with other designers, developers and stakeholders within a company.

Expertise

- Extensive experience in Web/Responsive design, development and production of large-scale websites.
- Proficient in Adobe Creative Suite, Experience in Basecamp, WordPress, Balsamiq, Omnigraffle, Skala, HTML5 CSS3, with an understanding of Javascript, jQuery, PHP and MySQL.
- Portfolio Management
- Brand ID Development
- Interactive Creations
- Visual Web Design & Consulting
- Graphic Design
- Front End Designer
- Print & Digital Marketing
- Brand Identity Campaigns
- Website Design & Management
- Website Redevelopment
- Website Reengineering
- Wire Frame Design

Professional Experience

Senior Designer for New Business Development: eBay and eBayMotors

- Creatively led the ideation and execution of advertiser programs, static web pages and large scale Flash websites on the largest online retailer sites
- Technically developed front-end builds for clients that functionally worked and led to successful branding and objectives that met or superseded the ROI for the program
- Senior Designer for development team responsible for effectively building 58+ advertising programs, content centers and seasonal content/merchandise experiences on eBay core and eBay Motors valued at \$MM+ in revenue in 2009, 2010 and 2011
- Translate brand guides into successful advertising campaigns for the following publishers: Chrysler, Disney, Dr.
- Pepper, Frito Lay, Gillette, McDonalds, Sirius, Snapple, Sony, Toyota, UPS to name a few (see online portfolio)
- Collaborated with business development leads on successfully attaining \$MM worth of advertising for eBay.com and eBay Motors delivering comprehensives at due date or before for every project assigned
- Analytical design approach working with cross-functional teams and individuals ranging from marketing clients, creative directors, copywriters, metrics and analytics leads, ad operations leads, user experience designers, and quality assurance

Senior Web/Interactive Designer: Wal-Mart OMP

- Responsible for transforming national advertising campaigns into interactive experiences
- Concept creation, development and design of static web pages, large scale Flash websites and banner ad campaigns
- Excellent understanding of brand and design standards for creative applications, as well as strength in systems design (i.e. extending a campaign across various vehicles)

Senior Graphic Designer: Ad Ease

- Developed branding campaigns for multiple industries including home building, automotive and financial
- Spearheaded RFP designs and packaging for agency submissions
- Managed timeline schedules for complex projects to ensure deadlines were met
- Brochures, print advertising, billboards, inserts, direct mail
- Story boards for television commercials
- Logo's, corporate identity packages