

# NAME

www.website.com

P: [REDACTED]

E: [REDACTED]

A: [REDACTED]

SAIC: visual & critical studies

SIUC: studio arts | mathematics

## skills

### ▀ Adobe

- Illustrator
- Lightroom
- After Effects
- Media Encoder
- Photoshop
- Animator
- InDesign

### ▀ UX / UI

- Sketch
- Figma
- InVision

### ▀ Modeling

- Blender
- Duik

### ▀ Project Management

- Bynder
- G Office Suite
- MS Office
- Basecamp
- Smartsheet

## profile

Seasoned art director, designer, and multidisciplinary artist with expertise in visual communication, email, layout and production, illustration, 2-D animation, photography, image editing, and internet ephemera. Additionally, I pursue fine arts, music, and creative writing.

## career

### Company

2018 — 2023: Art Director

2017 — 2018: Sr. Visual Designer

2012 — 2017: Image Editor & Designer

- Successfully spearheaded the development of an extensive array of marketing, branding, and event materials.
- Introduced motion to paid placements, resulting in 3% lift in performance.
- Brought custom photography and illustration into social media, driving engagement, traffic, and generating awareness of key campaigns.
- Collaborated on corporate rebrand & several other high-profile design and communication initiatives.

### Company

2009 — 2012: Marketing Manager

- Managed a team of five employees.
- Modernized operations, discovering new earnings opportunities in service schedules, effective marketing, and sales incentives.
- Implemented up-to-date collections systems.
- Designed landing pages and maintained social & local media presence.

### Company

2006 — 2009: Graphic Designer

- Designed for building-focused web communications tech startup.
- Created assets for web and print media, including banner ads, trade show collateral, and email templates.
- Authored and designed training materials to educate clients in best practices for use of the GradeBeam platform.