

Akili C. Humphrey

SKILLS

Graphic Design Skills

- Logo design
- Brand styleguides/guidelines
- Print work (invitations, postcards, trifold, menus, tall signs, brochures, mailers, coupons, POP kits)
- Production Artist
- Digital Menus
- HTML5 Digital Banners
- Web/Mobile wire-framing and prototyping
- UX, UI design
- Copywriting

Jr. Developer/Web Design Skills

- HTML + CSS/SCSS
- JavaScript, Vue JS
- Github, Bootstrap, REST API
- Wordpress, Squarespace, Shopify, Wix design experience

TOOLS

Web Design/Developer Tools

- Invision, Bootstrap, VS Code, Atom, Codepen, Github

Graphic Design Tools

- Adobe Create Suite: InDesign, Photoshop, Illustrator, XD, After Effects, Animate, Lightroom.
- Sketch
- Figma

Data Analyst Tools

- Google Analytics, Google Tag Manager, Google Data Studio, Funnelytics, Optimizely

Project Management Tools

- Monday, Jira, Confluence, Basecamp, Asana, Trello, ClickUp, Workmijig

EDUCATION

University of Texas at Austin

Moody College of Communication,
Austin, TX, May 2017
M.A. Advertising

Syracuse University

College of Arts and Sciences,
Syracuse, NY, May 2015
B.A. Writing and Rhetoric
Minor: Marketing

WORK EXPERIENCE

VSHRED, LLC - Junior Frontend Web Developer | Las Vegas, NV, Remote

- August 2020 - October 2022 | Position eliminated due to company restructuring
- Developed user-facing ecommerce landing pages, product pages, and survey landing pages using HTML, CSS/SCSS, PHP, JS, and Vue JS
 - Used the in-house CMS to manage company assets
 - Developed high quality user-facing emails using HTML5 and Adobe Photoshop
 - Built modular and reusable components and libraries using vue JS
 - Tested product purchases, web pages, page speed, and optimized code for overall page performance
 - Lead Marketing team in keeping pages ADA compliant
 - Wrote technical support documentation through Confluence
 - Debugged and patch bugs found by QA team/updated existing pages

VSHRED, LLC - Freelance Graphic Designer | Las Vegas, NV, Remote

- May 2020 - August 2020
- Edited existing product packaging labels and prep and revise files for production using Adobe Illustrator
 - Conceptualized and developed designs for various digital promotional needs

MGM Resorts International - Regional Graphic Designer | Las Vegas, NV

- June 2019 - March 2020 | Laid off during Covid-19
- Developed creative solutions with design and copy teams for assigned properties, for projects of low, medium, and high complexity projects
 - Generated high quality comps for presentation and review
 - Concepted and designed all HTML5 digital banner ads
 - Completed all design initiatives for assigned clients, ensuring appropriate design quality, marketing, and branding identities for clients' projects
 - Managed work flow and ensured that designs for assigned properties met corporate and client expectations, were within property budgets, and deadlines were met
 - Met with Creative Directors, Creative Managers, Designers, Production, and Account Management to evaluate project progress and client's requests
 - Worked with Production and Purchasing for cost-effective solutions for jobs and projects
 - Provided input in meetings when attending; offered design solutions based on client marketing initiatives, global trends and company positioning
 - Contributed ideas and designed work for assigned projects while ensuring property brand standards are maintained across all projects
 - Communicated project status, time lines, and delivery information to internal teams, attend status meetings

Capriotti's Sandwich Shop Corporate - Graphic Designer | Las Vegas, NV

- February 2018 - June 2019
- As the sole graphic designer, I completed all design initiatives for both Corporate and Franchisee owned shops nationwide
 - Concepted and designed nation-wide brand materials for both digital and print media (in store menu boards, POP, coupons, direct mail, billboards, bus shelters)
 - Created digital messaging campaigns such as: HTML email templates, social media graphics, and web banners
 - In-house production artist

Edvisors - Graphic Designer | Las Vegas, NV

- July 2017 - February 2018
- Concepted and designed digital graphics such as logos, HTML email templates, banner ads, website wire-frames, info-graphics, and more
 - Helped execute marketing and promotional assets for various channels ranging from social media to direct mail
 - Served as a contributor for social media and digital design needs for Edvisors.com and ScholarshipPoints.com