arthur charles edwards

designbyarthur.com

Arthur.Edwards321@gmail.com
Mobile: 352.283.2180

SKILLS & EXPERTISE

Adobe CC 2019
Adobe XD / Figma / Sketch
Responsive Web Design
Native IOS App Design
Design Systems
Bootstrap 4
Foundation 5 & 6
Classical Drawing
SASS/SCSS
React JS
Node Package Manager
Git Version Control

WORK EXPERIENCE

Florida Blue | 2018 - Present (Jacksonville FL)
Visual Web Designer
The visual designs I created assisted the successful launch of web applications for the five million Florida Blue members. I produced responsive web designs and high fidelity mock-ups. These visual products guided the development team to engineer the applications according to modern web standards. On several occasions I joined the front-end development team and worked on the sass settings files for the 26 clients of Florida Blue. This effort increased the css compatibility across all client products. Notable projects include: The Floridablue.com redesign, UI Kit website and The Billing Application.

Fidelity Information Services (F.I.S.) | 2017 - 2018 (Jacksonville FL)
Senior Web Designer
The work with the Digital Marketing team increased the user experience of internal and external applications. I collaborated with different teams to create digital ui kits, user personas and high fidelity digital designs. This application increased conversations about spearheading new software for Fidelity.

Guidewell Connect | 2017 (Jacksonville FL)
UI/UX Designer
As the designer I was responsible for developing visual designs, user personas for a healthcare application. This application used data from seven backend sources for representatives to better connect with clients.

Florida Blue | 2016 - 2017 (Jacksonville FL)
Visual Web Designer
I created the visual design for web applications that increased client acquisition by more than 100,000 users. Developed concepts with team members to produce contemporary web experience for target users. In the agile workflow I coordinated design efforts with product manager, developers.

Citi | 2014 - 2015 (Jacksonville FL)
Visual UX Designer
I produced user experience designs with the UX design team that consisted of managing maintenance updates to the website. These updates consisted of banner designs, landing pages, responsive design and following style guidelines synonymous with the brand.

University of Florida (Harn Museum of Art) | 2013 (Gainesville FL)
Graphic Design Intern
Designed marketing campaigns & signage for museum nights. I collaborated with the Marketing Director to set consistent visual aesthetics for print and web advertisements of the marketing campaigns that doubled the attendance of the contemporary fine arts museum during public events.

EDUCATION
Savannah College of Art and Design B.F.A. Painting 2009

Graphic Design 2010 - 2012