

## Visual Designer

designbyarthur.com



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Experience	2020-2023	<b>Newfold Digital (Formerly Web.com) (Jacksonville, FL)</b> <b>Visual Designer</b> Created designs for customer-facing websites with Figma and Adobe Experience Manager. Designed marketing campaigns for the seven major brands associated with Newfold. These campaigns consisted of social media and direct-to-consumer ads. Made original animations to support major promotions and products to consumers. Coded emails in HTML, CSS, and PHP to make a clear call to action to produce sales.
	2018-2020	<b>Florida Blue (Jacksonville, FL)</b> <b>Visual Designer</b> The visual designs I created assisted the success of multiple web applications for the five million Florida Blue members. Used the wireframes provided to produce native app design, responsive web design, and create high fidelity mock-ups. On several occasions, I did front-end development and worked on the SASS settings files for the 26 clients of Florida Blue. This process included Git branching and version control. Notable projects include the corporate website redesign and Billing Application.
	2017-2018	<b>Fidelity Information Services (Jacksonville, FL)</b> <b>Visual Designer</b> Worked with the Digital Marketing team to increase the user experience of internal and external applications. Collaborated with different teams to create digital UI kits, user personas, and high-fidelity digital designs.
	2017 5 months	<b>Guidewell Connect (Jacksonville, FL)</b> <b>Visual Designer</b> Responsible for developing visual designs, and user personas for a healthcare application. This application compiled data from seven different backend sources for representatives to be better healthcare advocates.
	2016-2017	<b>Florida Blue (Jacksonville, FL)</b> <b>Visual Designer</b> Created the visual design for multiple web applications that increased client acquisition by more than 100,000 users. Developed concepts with team members to produce a contemporary web experience for target users. Managed multiple projects in an agile work environment to meet deadlines.
	2014-2015	<b>W3 Americas (Jacksonville, FL)</b> <b>Visual UX Designer</b> Produced user experience design 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.
Education	2005-2009	Savannah College of Art and Design B.F.A. in Painting
	2010-2012	Savannah College of Art and Design in Graphic Design Credit Hours

Technical Skills

Visual Designer

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Proficient

Adobe XD  
Figma  
Sketch  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
High-Fidelity Mockups  
Responsive Web Design  
Design Systems  
Bootstrap 5  
Google Drive  
Zoom  
Drawing  
Painting  
Sketching

Efficient

HTML  
CSS  
SASS/SCSS  
React JS  
Wireframes  
Microsoft Office  
Microsoft Powerpoint  
Foundation Zurb  
Git Version Control  
Adobe After Effects  
Adobe Premiere Pro

Working Knowledge

Photography  
Javascript  
Adobe Lightroom  
Node Package Manager

Certifications

HTML at W3 Schools  
CSS at W3 Schools