

SKILLS & EXPERTISE

Adobe CC 2021
Adobe XD / Figma / Sketch
Adobe Experience Manager
Responsive Web Design
Native IOS App Design
Design Systems
Bootstrap 5
Foundation 5 & 6
Classical Drawing
SASS/SCSS
React JS
Node Package Manager
Git Version Control

WORK EXPERIENCE

Newfold Digital (Fomally Web.com) | 2020 - Present (Jacksonville, FL)

Visual Designer

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.

Florida Blue | 2018 - 2020 (Jacksonville, FL)

Visual Designer

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.

Fidelity Information Services (F.I.S.) | 2017 - 2018 (Jacksonville, FL)

Visual Designer

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.

Guidewell Connect | 2017 (Jacksonville, FL)

Visual Designer

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.

Florida Blue | 2016 (Jacksonville, FL)

Visual Designer

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.

W3 Americas | 2014 - 2015 (Jacksonville, FL)

Visual UX Designer

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

Arthur.Edwards321@gmail.com
Mobile: 352.283.2180

Savannah College of Art and Design | B.F.A. Painting 2009
Graphic Design 2010 - 2012