

Visual Designer

designbyarthur.com



Mobile: 352.283.2180
 Arthur.Edwards321@gmail.com

Experience	2023-2024 8 months	1876 Productions (AT&T) (Remote) <i>Visual Designer</i> Created high-fidelity design work for multiple departments at 1876 Productions Studio. This creative studio produces high-fidelity design assets for AT&T marketing campaigns. These included in-store print advertisements, email marketing campaigns, and brand style guides. The campaigns advertised new communication services with the latest Apple and Samsung devices to AT&T customers.
	2020-2023	Newfold Digital (Formally Web.com) (Jacksonville, FL) <i>Visual Designer</i> 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	Florida Blue (Jacksonville, FL) <i>Visual Designer</i> 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 mockups. 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	Fidelity Information Services (Jacksonville, FL) <i>Visual Designer</i> 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	Guidewell Connect (Jacksonville, FL) <i>Visual Designer</i> 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	Florida Blue (Jacksonville, FL) <i>Visual Designer</i> 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 various projects in an agile work environment to meet deadlines.

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



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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