Maggie Walker

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Results-oriented Visual Designer with over 4 years of experience in advertising agencies and in-house creative departments. Committed to driving high-impact projects and excelling in visual design, UX strategy, and interactive advertising. Proficient in efficiently managing multiple projects while fostering strong collaboration within cross-functional teams.

Professional Experience

A–Team, Los Angeles, CA — *Visual Designer, Freelance*

FEBRUARY 2023 - PRESENT

- Create high-quality deliverables and provide visual design direction for campaigns across various industries while using data-driven insights to inform design decisions and ensure measurable impact.
- Collaborate with cross-functional teams, including copywriters, designers, program managers, developers, strategists, and producers to create customer-focused solutions for clients.
- Present campaign ideas and strategies to stakeholders, external partners, and clients, effectively communicating the value and creativity of proposed solutions.
- Ideate for various advertising mediums, including film, print, digital, out-of-home, experiential, and social, while managing multiple projects with a focus on meeting aggressive deadlines.

Techstyle Fashion Group, Los Angeles, CA — *Lead Digital Designer, Growth*

SEPTEMBER 2015 - FEBRUARY 2023

- Led the design solutions for the overhaul of growth marketing funnels, resulting in improved user experiences with automated products and faster checkout flows, leading to an average increase in conversions of 30%.
- Collaborated with the growth product team, actively participating in A/B testing and iterative experimentation to optimize performance across tested gateways. Utilized Google Analytics, Convert, and Tableau for tracking data analysis and documenting success metrics.
- Presented innovative design concepts to the team, contributing to the formation of effective strategies and roadmaps for large-scale growth initiatives.
- Revamped growth and retention video campaign pipelines, resulting in increased productivity and reduced costs by over 50%.
- Initiated and led the design of programmed dynamic automated ad sets that emerged as the top-spending and best-performing campaigns year over year.

Sony Pictures Interactive, Los Angeles, CA — *Interactive Designer, Worldwide Marketing*

MARCH 2012 - SEPTEMBER 2015

- Supported Media Directors and International Media team with the concepting and design of full campaign life cycles from trailer launch to theatrical release, media burst, and sustain efforts.
- Evaluated other brand lift study measurements for campaign design and testing on upcoming films (i.e., BLS, Facebook TLA).
- Designed CRM, digital, and OOH campaigns from concept to completion, meeting strict film or television premiere deadlines and maintaining high brand standards. These initiatives helped set milestones for several film release box office records.
- Iterated and improved the design of campaign assets based on weekly reports and media KPI metrics to improve tracking.

Education

Iowa State University, Ames Iowa - B.F.A Graphic Design

Skills

Visual Design, Conceptual Thinking, UX Design, Data Analysis, Presentation Skills, Project Management, Collaborative Teamwork, Industry Design Tools (Adobe Creative Cloud, Figma), User-Centric Design, Interactive Storytelling, Multitasking and Time Management.

Certifications

Google UX Design, Professional Certificate earned September 2022