

Maggie Walker

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Graphic Designer transforming creative visions into reality through the creation of videos, motion graphics, UI/UX, and digital/print designs spanning diverse industries. Proficient in conceptualizing and implementing creative ideas across various media platforms.

Education

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

Technical Skills

Adobe Creative Suite, After Effects, Bootstrap Studio, CSS, Canva, Convert, Framer, Figma, GitHub, Google Workspace, Google Analytics, HTML, Illustrator, Javascript, Midjourney, Notion, Photoshop, Premiere, Smartly.io, ProductsUp, Tableau

Experience

Techstyle Fashion Group, Los Angeles, CA — *Senior Graphic Designer, Growth*

SEPTEMBER 2015 - FEBRUARY 2023

- Gathered requirements and designed social ads, from brainstorming to conception, for all media channels, including Meta, TikTok, Pinterest, and Snapchat.
- Led the design and front end development overhaul of monolithic marketing funnels into Bootstrap templates with automated products. This initiative reduced costs and increased conversions by an average of 30%.
- Conducted optimization and analysis of landing page performance across A/B tested gateways, utilizing Google Analytics, Convert, and Tableau to track data and achieve a 20% improvement in conversion rates.
- Designed and programmed dynamic automated ad sets that emerged as the top-spending and best-performing campaigns year over year.
- Revamped video campaign pipelines, resulting in increased productivity and reduced costs by over 50%.

Sony Pictures Interactive, Los Angeles, CA — *Graphic 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 of several film release box office records.
- Iterated and improved design of campaign assets based on weekly reports and media KPI metrics to improve tracking.

Volunteer Projects

Women's Entrepreneur Workshop — *Product Specialist*

- Engaged in close collaboration with designers, product managers, and marketing stakeholders to actualize the workshop's vision and technical requisites.
- Developed multiple marketing funnels strategically designed to guide users towards finalizing their registrations and securing workshop tickets.
- Integrated Google tags to enable comprehensive tracking and analytics, facilitating the observation of new user interactions, lead sign-ups, and ticket sales.
- Conducted meticulous testing and validation procedures guaranteeing flawless functionality and an enhanced user experience. As a result, the workshop achieved a remarkable attendance growth of over 25% compared to the previous year.

Awards

Kick A** Award — *Techstyle Fashion Group*

Applause Award — *Sony Pictures Interactive*