JUSTIN BRADFORD | GRAPHIC DESIGNER

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High-performing Graphic Designer offering 8+ years of creative, dynamic, functional design solutions. Strong record of driving business priorities through innovative content development and technical efficiency.

CAREER PROGRESSION

PARTY CITY — Rockaway, NJ

Email / Graphic Designer   6/2013 – 8/2020

Developed HTML email template designs and in-store videos / slide shows to support seasonal campaigns, ensuring functionality across browsers and devices. Managed all website / in-store coupons and social media sites. Handled basic color correction and photo editing.

- Created new responsive HTML email template for increased usability across all desktop and mobile devices, successfully producing significant increases in open rates and click-throughs.
- Revamped social media pages by updating visual look and feel, collecting fresh product images, and creating slideshows and gif animations to increase audience engagement.
- Improved in-store marketing with seasonal videos and digital signage, replacing outdated menus with functional designs for implementation across all locations nationwide; incorporated social media to drive customer inspiration and promote sales.

ELECTRIC LIGHT LLC — Fair Lawn NJ

Graphic Designer   5/2012 – 4/2013

Created email template and landing page designs. Managed social media sites, including graphics production. Edited existing email and templates.

- Created fully responsive HTML template for multiple clients, increasing access to information across all mobile and desktop devices.

WORLD INTERNET MARKETING — Roxbury NJ

Graphic Designer Intern   1/2008 – 5/2008

Designed logos, white pages, and trade shows flyers.

EXPERTISE

Email Template Design + Coding
Slideshows & Animation
Product Research
Digital Marketing
Problem Solving
Social Media
Logo Design
Cross-functional Collaboration

SKILLS

Adobe Creative Suite
Photoshop, Illustrator, InDesign
After Effects, Bridge
Dreamweaver

MS Office
Word, PowerPoint
Premiere Pro
Keynote
HTML / HTML5 / CSS
Mac OS X, IOS & MS Windows

EDUCATION

BA, GRAPHIC DESIGN
MONTCLAIR STATE UNIVERSITY
Montclair, NJ

AAS, GRAPHIC DESIGN
COUNTY COLLEGE OF MORRIS
Randolph, NJ