Digital Designer Digital Designer Digital Designer - henrypercevault.com Pompton Plains, NJ Work Experience Digital Designer henrypercevault.com June 2017 to Present Digital designer with over 8 years of experience specializing in several industries, most recently in pharmaceutical advertising.

Senior Graphic/UX Designer Asembia - Florham Park, NJ October 2017 to July 2019   Creation of sales press, marketing tools, etc.   Brand development and support for internal and external creative and business teams   Website design and development including concept to fruition   Support and develop website UI and establish a consistent creative strategy for advertising venues   Develop brand strategy and creative direction for all projects   Work with C Level team to enhance brand recognition and develop Powerpoint presentations   Creation and formatting of templates for proposals   Compliance with the provisions of the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations, as amended (HIPAA) The Creative Group - Saddle Brook, NJ November 2017 to November 2017 Gary's Wine & Marketplace   Developed responsive email templates for Mail Chimp and their internal CMS   Utilized A/B testing to decipher customers' response to desktop against mobile email versions Dassault Falcon   Developed responsive templates for event based newsletters skills Front End Web Designer Hotels at Home - Fairfield, NJ April 2016 to April 2017   Designed over 150 monthly email campaigns for Starwood and Marriott hotel brands through the use of Campaign Monitor and Bronto while utilizing brand guidelines   Provided monthly changes to automated website banners promoting discounts on products, through ASP.NET   Responsible for updating homepage content to Marriott and Starwood brand websites via HTML/CSS/Javascript   Enhanced studio photography and composited images for use on product pages Web Developer/SEM Coordinator NJ Monthly Magazine - Morristown, NJ August 2013 to June 2015   Provided support for legacy and newly developed NJM and NJB websites within Wordpress through the use of Photoshop, Illustrator, HTML and CSS   Increased monthly subscribers with weekly email blasts for 3 different newsletters, including creation of vendors banners for advertising of services and events in Mailchimp   Provided updates to marketing team pertaining to performance of web pages, along with banner ad CTRs for ideal positioning on sites   Lead of Google Adwords, writing copy and assigning budgets for 10 different ad campaigns

Created and implemented hundreds of vendor banner ads through Google DoubleClick for Publishers Education BFA in Visual Communications Kean University/Robert Busch School of Design 2005 to 2009 Skills Adobe, Illustrator, Graphic Design, Marketing, Typography, Photoshop, Web Design, Wordpress Links http://henrypercevault.com

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