VICTOR MORSE | VICTORIOUSNERD.COM
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FREELANCE WEB & PRINT DESIGN
June 2008 – Present

- Designed and coded static sites and via CMS. Built with SEO optimization and responsive design.
- Designed and produced print and web ads, landing pages, micro-sites, mailers, packaging designs, and trade-show graphics.
- Brand development and created logos, guides, business cards, stationary, and templates.
- Designed and built mobile ads and RFP mocks using Celtra.
- Designed and built responsive landing pages that displayed across smartphones, tablets, and desktops.
- Worked with major brands, strict adherence to brand guidelines.
- Personal freelance, contracting and consulting business.

SR. WEB DESIGNER & DEVELOPER AT KEYWORD CONNECTS
June 2019 – February 2020

- Optimized and developed code, features, and templates used for client-branded pages with best practices and responsive design. Page conversions increased by 3-5%.
- Co-developed and managed testing criteria and campaigns using Google Analytics, Tag Manager, and Optimize. The results were documented in a spreadsheet weekly.
- Co-developed and executed a robust QA process to minimize errors in development.

UX DESIGNER AT STATE STREET
July 2018 – April 2019

- Designed UX components for client products.
- Created wireframes and prototypes with Sketch and Axure.
- Created supporting visuals.

DESIGNER & FRONT-END DEVELOPER AT IANS
July 2015 – December 2017

- Three of us delivered a new site in six months and under budget. I was responsible for the design, front-end code, and ongoing website maintenance.
- Created email, print, and PowerPoint templates to ensure a high-quality visual consistency.
- Created, maintained, and expanded on the current visual style. Updated brand guidelines and the style guide.
- UI/UX design, and built HTML, CSS, and JavaScript for internal resources, the portal, and the website.
- Managed freelancers, interns, and projects with contractors.

SENIOR GRAPHIC DESIGNER AT JAMHUB CORP.
October 2012 – June 2014

- Design strategy and brand development. Designed and produced ads, trade-show graphics, landing pages, and packaging.
- Corporate website maintenance.
- UI/UX design mock-ups for BandLab Beta.
- Original icon and graphic creation, user flows, and interactions.
- Illustration and original content creation.

CREATIVE PRODUCTION ASSOCIATE AT CARBONITE
June 2011 – November 2011

- Designed, coded, and tested ad-based click-through landing pages with special offers.
- Produced and designed GIF and Flash banner ads.
- Coded and tested client emails.
- Layout and production of user guides and print material.

STUDIO ARTIST AT EVERYSCAPE
April 2010 – June 2011

- Built 3D virtual tours of restaurants, hotels, and resorts.
- Edited photos, drew maps, and built tours with proprietary software. Provided feedback to the in-house engineers.
- Created micro-sites branded to look like a business' main website to house virtual tours.

GRAPHIC DESIGNER AT RISO, INC.
September 2008 – May 2009

- Designed new letterhead, business card, envelope, and e-mail signature for re-branding.
- Designed direct mailers, brochures, white-papers, and document templates.

MARKETING ARTIST INTERN AT VISTAPRINT
June 2008 – August 2008

- Learned how to design and code emails as well as best practices for email marketing.

EDUCATION
University of Massachusetts Dartmouth 2005 – 2008

- Bachelor of Fine Arts in Graphic Design and Letter-form graduated *magna cum laude*.

SOFTWARE
- Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom, Premier, After Affects, XD, and Flash/Animate. UX tools like Sketch, Axure, and InVision.
- WordPress, Sitefinity and other CMS platforms.

SKILLS
- UI/UX design, wire-framing, front-end prep and build. Custom and brand-specific graphics.
- HTML, CSS, JQuery, JavaScript, and PHP experience.
- Web design and development across multiple devices and responsive-design using different frameworks.
- Brand identity, logo creation, print & digital design standards and implementation.
- Advertising design and creation for print, desktop, and mobile.