



# CYRUS HUNEYCUTT

## CONTACT

### ADDRESS

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### PORTFOLIO

chuneycu2.github.io

## SKILLS

HTML5, CSS3, JavaScript, jQuery

Wordpress, Joomla

Adobe Creative Suite

Sketch, InVision

Project management

Clear, courteous communication

Expert troubleshooting

## EDUCATION

### B.A. | UNC CHAPEL HILL

Editing and Graphic Design

May 2012

## PROFILE

Cordial and proactive designer and web developer with 6 years of experience producing layouts, vector assets and infographics. Proficient in HTML5, CSS3 and JavaScript, with experience in email marketing and responsive design. Passionate about creating clean designs and giving information a compelling visual story.

## EXPERIENCE

### SENIOR DESIGNER | PARTICIPATE LEARNING/VIF

2018 - Present

Participate Learning/VIF is a global education and cultural exchange company. As Senior Designer, my experience and accomplishments include:

- Developing a new cultural exchange teacher application experience, resulting in a 100%+ increase in applications submitted the following recruitment season.
- Designing and developing responsive landing pages for programs and downloadable content, driving lead prospects to internal sales teams.
- Researching and building new email marketing templates, A/B testing performance and boosting open rates by an average of 10% over the last year.
- Managing the company's Wordpress instance, working with marketing and SEO teams to optimize performance, raise accessibility and build new page content.
- Mentoring non-technical teams and writing documentation to support the transition of print data to a sustainable digital format.

### DESIGN PRODUCER | PARTICIPATE LEARNING/VIF

2016 - 2018

- Designed and launched a new company brand, Participate Learning. Led a design team at every stage, from research to pitching concepts to executives.
- Produced mockups, vector assets and prototypes for UX teams and remote development teams by tailoring designs to user testing feedback.
- Maintained relationships with all departments to deliver ongoing design assets, including yearly reports, digital badges, infographics and social media support.

### DESIGN ASSOCIATE | VIF INTERNATIONAL EDUCATION

2013 - 2015

- Created infographics, program collateral and vector designs for sales and marketing initiatives within the VIF brand guide.
- Improved the company website with new graphics and UX features, working with cross-departmental teams to manage expectations and deliverables.
- Designed the popular Bilingual Brain infographic, shared by teachers and education blogs across the world.