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DAVID GAYLORD

www.gdadg.net

I'm a creative and hardworking UX/UI Designer that strives to create and improve the user experience and interaction with various applications and websites. I work well independently or in a team, and have been described as focused and reliable by multiple employers.

DESIGN SKILLS

Competitive Analysis | User Research: Qualitative & Quantitative | Interviews | User Testing | A/B Testing | Card Sorts | Personas Journey Maps | Information Architecture | Wireframes | Prototypes | Usability Testing | UI Design | Graphic Design | Web Design

TOOLS

Adobe XD | Photoshop | Illustrator | InDesign | Dreamweaver | HTML/CSS | Microsoft Office

EXPERIENCE

GRAPHIC DESIGNER
Seacret Direct
2015 – Present

- Design collateral such as booklets, brochures, flyers, posters, signs, web banners, business cards, certificates, etc. that represents the creative vision and overall brand of Seacret Direct which is a skin care company.
- Redesign and update existing print media using the Adobe Creative Cloud.
- Prioritize and manage timelines on up to a dozen projects. Timelines vary from urgent and within the hour to up to two weeks depending on the workload and urgency.
- Work with marketing team which varied between 5-15 people, and implement style guides across various print and digital items.

PRODUCTION DESIGNER
Corestaff/Tiny Prints
2014 - 2015

- Worked to process up to 60+ orders a day, and ensured accuracy on a team of 40+ designers.
- Performed proofreading duties and oversaw layouts of prints.
- Corresponded with customers and resolved issues regarding their personalized cards, merchandise, and gifts.
- Digital photo editing such as red eye reduction, color correction, cropping, contrast and stamping using Photoshop.
- Typeset custom text on templates, adjusted layouts and meticulously proofed and approved orders for printing.

WEB DESIGNER
Chapman Automotive
2012 - 2014

- Worked on a marketing team of 10 people and managed multiple projects daily which had varying deadlines from as urgent as within the hour to up to a month.
- Updated banners, coupons, and copy edits to dozens of the company's websites, as well as created email blasts using Dreamweaver.
- Created infographics to market Chevy vehicles as well as the BMW i3.
- Created graphics for email blasts and web pages using Photoshop.
- Rearranged graphic elements of designs to fit various dimensions.

EDUCATION

CERTIFICATION IN UX DESIGN, 2018
CareerFoundry, Online
500 plus hours of training with industry-leading mentors, with focus on UX methodology with a comprehensive, hands-on training spanning from user research and user journeys to information architecture, wireframing, and prototyping.

BACHELOR OF SCIENCE IN MULTIMEDIA DESIGN AND DEVELOPMENT, 2012
DeVry University, Phoenix, Arizona
GPA: 3.96 Honors: Summa Cum Laude

ASSOCIATE IN ARTS, 2008
Paradise Valley Community College, Phoenix, AZ