

Josh Phillips

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Experienced and driven designer with 5+ years of experience, seeking a challenging role that leverages expertise in creating engaging and impactful digital experiences. Proven track record of designing and developing innovative design systems that drive user engagement and enhance brand identity.

PROFESSIONAL EXPERIENCE

Senior Web Designer

Stuller, Inc., Lafayette, LA | May 2022 — Present

Achieved a 62% increase in click-through rates by designing and developing a new email design system encompassing all promotional and transactional email journeys.

Contribute to and maintain ongoing A/B testing and content strategy efforts to maximize email and web content effectiveness alongside digital marketing and automation specialists.

Lead the design efforts in the company's migration to a new CMS, ensuring that all UI components are seamlessly integrated into the new system while maintaining brand and UX consistency.

Mentor junior designers and design interns, providing guidance and support to help them develop their skills and grow in their roles.

Produce and present creative briefs and presentations on project ideas, outcomes, and industry trends to internal teams, key stakeholders, and company leadership.

Web Designer

Stuller, Inc., Lafayette, LA | August 2020 — May 2022

Design and implement emails, content pages, web banners, and digital ads for all seasonal campaigns and new product/service launches.

Develop and maintain reusable components for Stuller's CMS using HTML, CSS, and Javascript for the creation of promotional banners, carousels, and other UI elements across the site.

Participate in content strategy ideation and implementation with internal teams and key stakeholders.

Collaborate with internal teams to establish and maintain a consistent user experience across all digital marketing channels.

Front-End Web Developer

Dovetail Digital Marketing, Lafayette, LA | November 2018 — August 2020

Designed and developed over 40 custom websites for businesses across the Gulf Coast region.

Collaborated with external agencies and partners on the overall creative direction and scope of all projects.

Executed SEO implementation, tracking, and page-speed optimization for every site.

Managed multiple projects with strict deadlines in a timely manner.

EDUCATION

Bachelor's of Art, New Media and Animation

Southeastern Louisiana University
2014—2018

SKILLS

Email Marketing & Testing Tools

Salesforce Marketing Cloud
Litmus
Emailify

Design & Prototyping Tools

Figma
InVision

Web Development

HTML
CSS
Javascript
Liquid

Adobe Creative Suite

Photoshop
Illustrator
XD
Premiere
After Effects

Project Management Tools

Jira
Wrike
Github
Confluence