Josh Phillips

WEB DESIGNER

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I'm passionate about leveraging my skills and experience in digital design and web development to create beautiful, functional user experiences on the web. I strive to make every design reach its full potential by approaching every project with a resourceful attitude.

SKILLS

Design & Prototyping Tools
Figma
InVision

Adobe Products
Photoshop
Illustrator
XD
After Effects

Web Development
HTML
CSS
JavaScript
Liquid

Email Marketing Tools
Salesforce Marketing Cloud
GetResponse
Mailchimp

Project Management Tools
Jira
Wrike
Github
Confluence

WORK EXPERIENCE

Stuller, Inc. Senior Web Designer   May 2022 - Present

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

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

Collaborate closely with the ecommerce team to establish and maintain ongoing A/B testing to maximize web and email content effectiveness.

Produce and present creative briefs and updates to key stakeholders.

Stuller, Inc. Web Designer   Aug 2020 - May 2022

Build & maintain reusable components for Stuller's CMS using Liquid and JavaScript for the creation of promotional banners, carousels, and other UI elements across the site.

Create concepts, strategies, and UX wireframes/prototypes for all promotional web and email content.

Document design system guidelines, updates, and implementation standards and processes on a regular basis.

Dovetail Digital Marketing Frontend Developer   Nov 2018 - Aug 2020

Designed and developed custom websites for over 30 businesses.

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

Produced and presented creative briefs and updates to clients based on brand standards.

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

Managed multiple projects with strict deadlines in a timely, efficient manner.

EDUCATION

Southeastern Louisiana University, 2014-2018
B.A. in New Media and Animation