

RESUMÉ

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EDUCATION

Flagler College 2008 - 2011

- Bachelor of Arts in Graphic Design
- Bachelor of Arts in Fine Art

SKILLS

Design

- Figma
- Illustrator
- Photoshop
- InDesign
- Lightroom

Development

- HTML & CSS
- Email Service Providers
- Git (Version Control)
- CSS Frameworks
- Ecommerce platforms
- Terminal

Photography

- Canon & Nikon DSLR Systems
- Composition & Lighting
- Image Processing and Editing

General Skills

Knowledge of web and print typography, web standards, and accessibility. Self-motivated, excellent at multitasking, and highly organized. I sweat the details. I excel at working on my own or as part of a team.

ACCOLADES & FUN FACTS

- Flagler College Distinguished Student Award
- Congressional Art Competition Winner
- Backpacked in Peru and Iceland
- Worked at an alligator farm as a zipline instructor

JOHN DELANE TAYLOR | DESIGNER OF BRANDS AND DIGITAL EXPERIENCES

Hi, my name is John Delane Taylor.

I am a multidisciplinary designer based in Fort Collins, Colorado. I specialize in branding, product design, and user-friendly web experiences.

EXPERIENCE

Topo Designs Shopify Designer & Developer - *January 2022 - Present*

Led all visual creation, functionality improvements and implementation across U.S. and international ecommerce sites. Maintained brand standards and visual consistency across multiple digital channels including website imagery, email newsletters, ads, and social assets. Handled all integrations with apps and 3rd party services to increase conversion rate, improve website performance, and launch new features at a customer facing level.

Topo Designs Senior Designer - *January 2019 - December 2021*

Strategized and designed marketing campaigns and maintained and developed brand guidelines. Managed the creation of seasonal product catalogs and newsletters in both digital and print formats. Led the overhaul of the U.S. ecommerce website which included a full theme update, creation of a flexible, easy-to-use theme editor, and launched multiple branded international ecommerce sites. Handled weekly website creative updates and launches.

Topo Designs Production Designer - *December 2015 - December 2018*

Designed marketing campaigns. Built brand assets including email marketing, print and digital catalogs, ads, decks, and packaging. Handled image retouching and organization. Designed website feature improvements and produced page build outs. Worked with developers to implement features and theme updates.

We are Charette Lead Designer - *August 2012 - December 2015*

Led a small team of junior designers and interns. Duties included client communication, identity design, brand development, brand strategy and positioning, web design, front-end development, product design, information design, packaging, print design, illustration, and project management.

John Taylor Design Principle, Art Director - *January 2012 - December 2015*

Operated a freelance design business focused on branding, identity systems, websites and interfaces. Handled client communication, high level conceptualizing and strategy, design, and the production of deliverables.

The Sports Corner Graphic Designer - *October 2009 - November 2011*

Managed client communication via phone, email, and in person while assisting customers with concept development, artwork creation, and typographic layout. Prepared artwork for print through color separation.

John Taylor Photography Owner, Lead Photographer - *July 2007 - November 2012*

Operated a freelance photography business focused on weddings, engagements, events, and portraiture. Handled client communication, advertising, marketing, shooting, lighting, editing, and production of deliverables.