

Caleb Wiseman Taylor Moore

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EXPERIENCE

Email and Frontend Developer

Rauxa (June 2018 – present)

- Owned email development for Alaska Airlines
- Developed triggered, promotional, and transactional campaigns
- Implemented email accessibility best practices
- Developed landing pages and banner ads
- Practiced laser-focused project management and communication
- Created custom javascript solutions to streamline workflow

Email Developer, Designer

Drexler (Sept 2014 – June 2018)

- Coded 6,000+ emails for Crate & Barrel, CB2, Lands' End, Chewy, and more
- Averaged 5 emails a day, with design and code revisions, on tight deadlines
- Owned and improved upon agency practices of email development, design and deliverability
- Designed for print and digital, including print prep, branding and copywriting

Graphic Designer

DesignByFive (Sept 2013 – June 2014)

- Designed exclusively for Deutsche Asset Wealth Management and Deutsche Bank
- Retouched photos, designed ads, posters, Flash banners, brochures and booklets
- Owned print production and assembly of various materials

Graphic Design Specialist

Stanley Black & Decker (Aug – Sept 2013)

- Designed sales flyers, posters, product packaging, store displays, logos
- Implemented project management and quality control across multiple brands

Freelance Graphic Designer

Various Clients (Jan 2009 – Aug 2011)

- Designed and art directed
 - Logos, tote bags, ads and tri-fold brochures
- Designed and strategized for social media posts

Junior Graphic Designer

DesignByFive (Oct 2007– Jan 2009)

- Executed design and layout for both print and digital media
- Implemented rigorous quality control over financial documents

SKILLS

- HTML, CSS/Sass, Javascript
 - Vue, Node, GreenSock, Nuxt, Storybook
- Github and Command Line (iTerm)
- VSCode, Coda, SublimeText, Dreamweaver
- Responsys, Salesforce Marketing Cloud, Mailchimp, Campaign Monitor
- Ampscript, RPL/BIF, Amp for Email
- JIRA, Workfront, Basecamp, Trello
- Litmus, Email on Acid
- Email development and accessibility best practices
- WordPress, Shopify, Commonsense, Subreamer
- Photoshop, InDesign, Illustrator, Sketch

CLIENTS

Amazon, Microsoft, Verizon, Alaska Airlines, Audible, Crate & Barrel, CB2, Vans, Lands End, Chewy, Black & Decker, DEWALT, Deutsche Bank, Deutsche Bank Alex.Brown, Home Depot, Grainger, Fastenal, Ceremony Coffee Roasters, Charm City Cupcakes, Catholic Relief Services, Vaccinogen, Growth5, Make Tribe and more.

EDUCATION

Bachelor of Fine Arts in Journalism, Minor in Art with emphasis in Graphic Design. The University of Mississippi, Graduation in May of 2007.

WORK

- ⇒ Adobe Banner
- ⇒ 2020 Alaska Airlines Year in Review
 - ⇒ Year in Review Quiz Page
- ⇒ Alaska Airlines Fare Alert
- ⇒ Clickthrough Name, Missing Role, and Empty Alt Tag Finder