
LEAD DESIGNER (UX/UI, Product, Marketing & Advertising)

Versal • eLearning Platform • August 2013 - Present

Handling all day-to-day design needs, from digital advertising campaigns to UX improvements and new product features. Collaborating with a team of developers to produce flexible design components that can be reused across the product. Managing project timelines and development cycles as they are affected by evolving business goals and changing user audience. Working extensively to improve our product based on customer feedback, while building strong UI patterns. Other Responsibilities include:

- Managing brand style guide and brand extensions into different markets
- Transactional and marketing email communication design (Mailchimp, Intercom, Customer.io)
- Marketing website design
- Trial expiration and upgrade user flow
- Trade show booth design and production
- Print communication design and production
- Directing and managing freelance illustrators and contract designers as needed
- Custom icon design as needed

SENIOR ART DIRECTOR

TracyLocke • Marketing / Ad Agency • March 2010 - April 2013

Directed creative for retail marketing campaigns, global advertising campaigns, and brand photo shoots for various clients. Translated client briefs into actionable creative tasks for junior team members. Collaborated with Project Managers to meet deadlines and manage client expectations. Worked with Production Designers to make sure the final printed designs were up to agency and client creative standards. Plus:

- Managed freelance designers and illustrators
- Directed photographers and talent during photo shoots in-studio and on-location
- Directed creation of national print and television advertising campaigns
- Developed brand style guides and campaign guidelines for clients/brands
- Participated in several high-profile, fast-paced business pitches
- Clients include: Reebok, Lipton Iced Tea, Dick's Sporting Goods, Gatorade, Philips Electronics

DESIGNER

8 Point Studio • 2009

Worked with owner/lead designer to build the 8 Point Studio brand and gain clients. Projects included signage & wayfinding, logos, websites, brochures & booklets.

Proficiency:

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Sketch
Zeplin
Illustration
Print production
Photography
HTML
CSS

