

## 16+ years of Graphic Design experience in large, mid-size, and small businesses

**Versatile, industrious key contributor** valued for collaboration, leadership, initiative and independent problem-solving for successful internal and external marketing programs. Keen interest in continuing to building skills in User Experience and User Interface Design.

### Experience

#### LEGACY RESEARCH GROUP

2021 to Present

*Financial publications firm*

##### Marketing Dev Designer / Sr. Graphic Designer

- Develop dynamic, user-friendly Salesforce marketing campaign landing pages and order funnels using a combination of HTML, CSS, and JavaScript.
- Utilize Visual Studio for efficient code development, debugging, and version control, ensuring smooth collaboration within the development team.
- Implement responsive design principles and frameworks such as Bootstrap to ensure optimal user experience across various devices and screen sizes.
- Utilize A/B testing tools like VWO (Visual Website Optimizer) to conduct tests on headlines and other content variations.
- Collaborate with copywriters on video promotion projects. Develop design themes (colors, fonts, logos, and imagery) in alignment with the project platform. Create requested financial graphs, bar charts, and images.
- Produce creative images for use in email marketing and ads.
- Manage project tasks and workflows efficiently using Jira, ensuring timely completion of deliverables and adherence to project timelines.

#### GLOBAL RESPONSE

2019 to 2020

*Outsourced contact center solutions for retailers and B2C service companies*

##### Graphic Designer

- Sole graphic designer, producing print and digital products for operational support of 40+ distinct customer brands.
- Sourced and managed vendors: printing, promotional, and trade show booths.
- Produced customized large-format presentations and sales support materials for sales team to engage prospective accounts.
- Developed job fair graphics and materials to support recruiting.
- Created trade show graphics, iPad-based prospect surveys, and branded promotional items; prepared trade show budgets.
- Delivered branded signage, posters, and performance ranking boards to create an immersive, engaging contact center experience for staff.
- Performed professional photography for advertising and social media (LinkedIn, Facebook, Instagram).
- Designed responsive HTML/CSS email templates for marketing campaigns.
- Credited with on-target delivery of modern, cohesive products.

#### JOHNSON CONTROLS | TYCO INTEGRATED SECURITY

2012 to 2019

*System integrator of Fire, HVAC, and Security solutions for commercial buildings*

##### Graphic Designer, Security Solutions

- Sole graphic designer for the security solutions line. Served 6 Marketing Managers serving financial, government, retail, education, healthcare, and commercial verticals. Worked with agencies and outside designers.
- Prioritized and executed on a complex workload: photography and graphic design for webinars, trade shows, roadshows, event registration sites, email campaigns, sales emails, internal events and communications products, and marketing collateral.
- Managed online literature ordering system; contributed cost data for budgeting.
- Supported 2 major rebrands in partnership with creative agencies.
- Delivered compelling designs in adherence to brand guidelines.

### Expertise

Brand-aligned Graphic Design  
Digital Photography  
Digital Assets for Web & Social Media  
Web Design  
Animation  
E-commerce  
Webinar Registration Graphics  
Trade Show Display Art  
Sales Presentations  
Marketing Collateral  
Typography  
Recruiting & Culture Products

### Education

**B.A. Graphic Design**, SOUTHERN NEW HAMPSHIRE UNIVERSITY

Key courses: Graphic Design, Digital Design, Digital Photography, Web Design

**Associate of Fine Arts**, ANNE ARUNDEL COMMUNITY COLLEGE

Key courses: Advertising Design, Illustration, 2-D Design, 3-D Design

### Technical Skills

Adobe Creative Cloud Design & Web Suite (Photoshop, Illustrator, InDesign, After Effects, XD, Dreamweaver, Lightroom, Flash, Premiere Pro), Acrobat Pro, InVision, Sketch

Salesforce, Widen Collective (DAM), Percolate, Basecamp

MS Office (Word, Excel, PowerPoint, Outlook); MS SharePoint, Jira, Slack

Bootstrap, WordPress, ShopSite Pro, Etouches/Aventri Event Management System, Constant Contact, MailChimp

HTML, CSS, JavaScript, PHP

Advanced Mac user with a solid knowledge of the PC platform.