

Summary

A senior-level visual designer of persuasive concepts for marketing communications across all visual media. A mid-level responsive UI front-end developer. Solid experience in: layout, visual design, UI design, art direction, brand development & compliance & corporate identity. Solid experience in Adobe CS, CSS3, HTML5, CMS & LMS, wireframes, prototypes, web banners, print ads, collateral, direct mail, POS, packaging, eblasts, presentations, writing & editing, & project liaison in iterative design environments.

Education

Auburn University – BFA Visual Design | HIPAA Compliance Certificate 2013

Current Freelance Remote Experience Occasional/Seasonal/Maintenance

BoomCom	Since Mar 2015
Design layouts & interactive PDFs of pharmaceutical convention materials	
SunTrust Commercial Card Division	Since Mar 2012
Design custom & standard issue layout of camera ready art for business credit cards	
Emory Centers (URLs pg3)	Since Feb 2011
For EPRC & other centers: design, develop, implement & manage projects, i.e., online tutorials, concepts in UI prototype, user task flows & infographics on multi-device platforms. Perform routine maintenance	

Past Freelance/Contract Experience

Envistacom: Remote Contract UI Developer & Visual Designer	May 2017 – Oct 2017
Designed and produced interim HTML responsive website & migrated to fully customized WordPress template with integrated plugins.	
Femasys: Onsite Contract UI Developer & Visual Designer	Dec 2016 – Mar 2017
Produced & edited promotional fliers, multisite web development	
Coca Cola: Remote Contract Learning Technology Administrator	Jun 2016
Created graphics for SCORM-compliant Cornerstone LMS program content	
Star Financial Services Remote Visual Designer/UI Developer (URLs pg3)	Nov 2009– May 2016
Multisite custom web design, dev & CSS animation script, promo fliers	
Georgia Power: Onsite & Remote Contract UI Designer/Developer (URL pg3)	Nov 2014 – Aug 2015
Designed brand-compliant layouts & responsive UI navigation for main site & microsite. Edited content. Performed routine maintenance, workflow & reporting in SharePoint & Jira Agile.	
Trio Media Group: Remote Contract Visual Designer/UI Developer	Mar 2014 – Jul 2015
Designed banners, eblasts & developed microsities for Turner & BCD Travel. Art directed, photo directed & produced ads for Georgia Commerce Bank	
Beazer Homes, Response Media: Remote Freelance Email Designer	Dec 2014 – Jan 2015
Designed eblasts for Gramercy at Hollywood & Synovius Pay People	
Partnership for Diabetes Health Equity: Onsite Contract UI Developer	Sep - Dec 2013
Designed Morehouse & Bristol Myers Squibb integrated health portal featuring webinars, tutorials, forums & chatrooms. Developed UI from requirements, interaction models, task flows, sitemaps	
AT&T: Onsite Contract Designer	Mar - Apr 2013
Input layouts of image, text & product data content to CMS for Aio Wireless rollout	
Spaulding Communications: Remote Freelance Designer	Mar 2010 – Dec 2012
Designed, developed & maintained corporate website, edited content. Designed print & media marketing collateral	
RayBiotech: Remote Freelance Designer	Feb 2011 - Oct 2012
Designed print ads, catalogues & coupons, custom ecommerce templates & web banners	
Rubicon (now TravelClick): Remote Freelance Designer	Apr 2008 - Apr 2012
Designed UI wireframes & mockups. Developed website including infographics and dynamic data widgets. Composed corporate brand guide & design standards. Designed exhibits, kiosks, marketing kits & eblasts. Created UX interaction models & flows. Performed testing & tracking	
Emory Rollins School of Public Health: Remote Contract UI Designer/Developer	Jul 2009 - Nov 2011
As liaison between IT & depts/centers, interpreted, collaborateed & reported on scope, deliverables & status of web health initiatives. Created & edited site content, layouts, wireframes, Service Now workflows	

Skills/Tools (in years)

Acrobat 10+ | Adobe CS 10+ | Adobe CQ5 1 | Agile 1 | Axure 1 | Bootstrap 4 | Captivate 1 | CSS 10+ | Dreamweaver 10+ | HTML 10+ | Illustrator 10+ | InDesign 10+ | JS/JQuery 6 | Joomla 5 | LMS 6 | Mobile 7 | MySQL 3 | Photoshop 10+ | PowerPoint 10+ | PHPMyAdmin 5 | QuarkXP 10+ | Social APIs 4 | UI 10+ | UX 6 | WordPress 10+ | Zurb 1

RR Donnelly: <i>Onsite Contract Designer/Developer</i>	Aug 2011
Wrote branding & concept analysis for new product targeting small device social media	
Southeastern Pastel Society: <i>Remote Freelance Designer/Developer</i>	Jan 2011 - Dec 2011
Built member registration, art entry & jurying PHP & JS engines. Modified Paypal sandbox API	
Creaxion: <i>Remote Freelance Banner Designer</i>	Oct 2007 - Jan 2010
Created web banners for Bodies Exhibit per brand compliance	
DesignEight: <i>Remote Freelance Designer</i>	Oct 2008 - May 2009
Produced direct mail & brochures for BCBS Insurance	
AGSI: <i>Remote Freelance Designer</i>	Oct 2008 - Feb 2009
Created interactive business model, UI wireframes & prototypes for enterprise website revision	
Arnall, Golden & Gregory: <i>Onsite Design Temp</i>	Jun 2007 - Jan 2009
As webmaster Intranet & internet, made content updates using Objectware & Interaction CMSs	
Cornerstone Development Partners: <i>Remote Freelance Designer</i>	Mar - Jul 2008
Designed prototypes for Sweet Apple Village live-work planned community website	
Marketworks: <i>Remote Freelance Designer</i>	Feb 2005 - Jun 2008
Web template mockups & prototypes for multi-channel online marketing	
InComm: <i>Onsite Contract Designer</i>	Sep 2007 - May 2008
Designed/developed retail gift card sites for Discover Card, Mastercard, Visa. From flowcharts & UI mockup, supplied gif/jpeg for IT, web banners & interface elements	
McKesson HBOC: <i>Remote Freelance Designer</i>	Dec 2005 - Apr 2008
Designed & produced executive-level presentation artwork, animation & sound	
Carbon Motors: <i>Remote Freelance Designer</i>	Jul 2007 - Feb 2008
Designed/developed website for emerging growth firm. Coordinated data exchange between CRM, online forum & backend	
Multiple Staffing Firms: <i>Temp Web & Visual Designer</i>	Oct 2000 – May 2007
Designed, developed & produced visual web or media projects for several firms	
Duties:	Design, layout, concepting, project management, admin, traffic, editing, updates & print production
Print projects:	Online banner ads, tweaks to website, updating pricelists, magazine layout, airbrush renderings for poster, presentations, sales kit, POP gift card designs, packaging design, comps
Web projects:	Intros, teaching aids, elearning portals, mp3, Intranet conversion & internet webmaster, animation edits
Clients:	Bennett Kuhn Varner (Earthlink, Equifax), Partners&Napier (PKWare & Eastman Kodak), World Financial Group, Cotton States Insurance, Compass Creative (NAPA), RaceTrac Petroleum, Convergent Systems (Volvo & Homestead Mortgage), Federated (FSG), SagePath (PlyMart) Kilgannon McReynolds (Southern Linc), Georgia Pacific
The Home Depot: <i>Senior Designer</i>	May - Sep 2000
Teamed with editors to build out retail online ecommerce store. Created splash screens, banner ads, how-tos & tip columns per UI wireframes. Assured aesthetic integrity of product visuals, art directed photo shoots	

Past Adjunct Faculty Experience

Sterling-Ledet Associates: <i>Onsite Instructor</i>	Jan 2006 - Feb 2010
Taught basics in Adobe & QuarkXPress to corporate students	
Bauder College: <i>Onsite Instructor</i>	Jan 2002 - Oct 2007
Taught Concept Development, Dreamweaver, Fireworks, Flash, Photoshop, QuarkXPress	

URLs

- [Envistacom](#) Customized HTML/CSS, template jQuery sliders, conversion to WordPress
- [Star Merchant Payments](#) Custom template HTML/CSS, jQuery, test & debug
- [Emory Prevention Research Center](#) (EPRC) Custom template HTML/CSS, jQuery, test & debug
- [Georgia Power](#) Design/develop revisions to main sections, WordPress repositories and mobile views
- [AMERF.org](#) Customized Bootstrap template for a local charity
- [George King + Associates](#) Customized WordPress template for a local filmmaker
- [Diabetes Training & Technical Center](#) [Diabetes Today](#) Tutorial UI design & development, test/debug

Awards/Honors

2017 Director at Large, Atlanta Musicians Emergency Relief Fund

Skills/Tools (in years)

Acrobat 10+ | Adobe CS 10+ | Adobe CQ5 1 | Agile 1 | Axure 1 | Bootstrap 4 | Captivate 1 | CSS 10+ | Dreamweaver 10+ | HTML 10+ | Illustrator 10+ | InDesign 10+ | JS/JQuery 6 | Joomla 5 | LMS 6 | Mobile 7 | MySQL 3 | Photoshop 10+ | PowerPoint 10+ | PHPMyAdmin 5 | QuarkXP 10+ | Social APIs 4 | UI 10+ | UX 6 | WordPress 10+ | Zurb 1