

## PROFESSIONAL SUMMERY

As a graphic designer and front-end web developer with years of experience, I have honed my skills to a high level of excellence. I have always been passionate about design and pursued it as my true calling. I have worked with various clients, each with their own challenges and requirements, and I have always delivered beyond their expectations. I take pride in transforming their ideas into stunning visuals and functional websites. I keep up with the latest design trends and technologies and apply them to my work with creativity and dedication. This has earned me a reputation as a reliable and sought-after professional in the field.

## EDUCATION

### THE ART INSTITUTE OF ATLANTA

Bachelor of Science in Graphic Design, 2005

## AWARDS & HONORS

Best in Show, Graphic Design Associates,  
Art Institute of Atlanta

## SOFTWARE & SKILLS

Photoshop  
Illustrator  
InDesign  
Dreamweaver  
Premier Pro  
Office 365  
Slack  
WordPress  
HTML  
CSS  
Javascript  
Bootstrap  
Constant Contact  
MailChimp  
Basecamp  
Magnet CE  
Kolor Autopano Pro  
SaleForce

## PROFESSIONAL EXPERIENCE

### SELF EMPLOYED

#### Graphic Designer (Freelancer)

01/2005 - PRESENT

Atlanta, GA

- Demonstrate expertise in visually communicating brand messages through web design.
- Create seamless user experiences across various devices.
- Build a diverse portfolio by collaborating with clients from different industries, gaining expertise in various design styles and techniques.
- Enjoy flexibility in work hours and project types as a freelancer.
- Stay updated with the latest design trends and software tools for delivering high-quality work.
- Cultivate strong communication and time management skills to meet client expectations and project deadlines.
- Freelancing in graphic and web design provides ample room for skill development, portfolio building, and engaging in diverse and exciting projects.

### ATLANTIC AMERICAN

#### Digital Designer

08/2022 - 10/2022

Atlanta, GA

- Creates branded content that delivers the product or client messages with high visual impact across all channels.
- Represents the Creative Department with high standards for both client service and design principals.
- Participates in the discovery process to gather information and materials needed to make sound design choices and delivery high-quality online projects.
- Collaborates with copywriters and designers to produce unique online designs based on input meetings and strategic functional needs.
- Presents concepts and design decisions to the internal clients, and articulate rationales behind the design choices based on programing functionality and requirements.
- Adheres to the Traffic processes and understand the importance of tracking projects with our traffic tool. Utilize the available tools to manage workload and track time.

### MINUTE MAIL CONSULTING

#### Graphic Designer (Contract - Remote)

09/2020 - 10/2022

Dacula, GA

- Prepare, assemble, and manage layout for prepress commercial printers, incorporating images, copy, and illustrative material.
- Design custom print mail using InDesign, ensuring brand alignment with political campaigns.
- Assist in custom logo design, motion graphics, and digital/linear signage for political campaigns.
- Maintain precise customer files in line with production workflow.
- Ensure proofing and template consistency according to company procedures.
- Edit photos, typography, and oversee print production. Independently see projects through to completion.

### ACITYDISCOUNT

#### Web Developer / Graphic Designer

07/2018 - 06/2019

Norcross, GA

- Designed email marketing tool from Photoshop, construct HTML and transferring the code to Constant Contact.
- Developed homepage banners for the e-commerce store.
- Collaborated with the Marketing Department to design digital and print marketing material.
- Collaborated with the IT department to execute graphic elements for system tools.
- Monitored and enhance tools on our web site to improve user experience and sales conversion.
- Reconstruct the website utilizing Bootstrap to unlock its potential for seamless e-commerce functionality, ensuring an optimal user experience across all screen sizes.

### ATLANTA DESIGN GROUP

#### Web / Graphic Designer

11/2017 - 07/2018

Norcross, GA

- Developed websites and brands using WordPress.
- Prepared layouts for printing by marking up, pasting, and assembling in Adobe InDesign.
- Designed new concepts, layouts, and branding for clients.
- Produced digital and print media within company guidelines and deadlines.
- Set up digital displays for store entrances to enhance customer engagement.
- Reviewed and suggested improvements for final layouts.

**TAMRA WADE AND PARTNERS****07/2017 - 11/2017****Graphic Designer / Marketing Specialist****Buford, GA**

- Created designs and sample layouts with a focus on layout principles and aesthetic design concepts.
- Determined size, arrangement, and type selection for illustrative material and copy.
- Designed graphics and layouts for product illustrations, logos, and websites. Researched and planned presentation of materials, products, or services using illustrations and photographs.
- Developed and posted material for social media campaigns.
- Supported sales and marketing by managing inventory and providing marketing supplies.
- Ensured accuracy and consistency with brand guidelines in company messages and materials.

**ROMABIO****05/2012 - 10/2013, 07/2014 - 07/2017****Web / Graphic Designer****Atlanta, GA**

- Developed WordPress websites, brochures, business cards, and managed email and server setups.
- Designed labels for various sizes of paint buckets, along with a comprehensive color deck spanning over 150 pages.
- Conceptualized and illustrated all UI elements, icons, and color schemes using Adobe Illustrator.
- Created custom pages with Advanced Custom Field in WordPress for user-friendly content input.
- Installed and configured Windows-based desktops and facilitated Microsoft Exchange Email setup.
- Edited instructional videos for various projects and uploading them to YouTube.
- Conducted research and implemented Google Analytics setup and tracking within WordPress.

**RENTPATH****05/2015 - 08/2015****Graphic Artist (Contract)****Atlanta, GA**

- Creating, stitching, and retouching high-resolution panoramic images for real estate properties.
- Performing photo retouching on high-resolution flat photos of apartments, townhomes, and senior living complexes.
- Converting 2D photos into immersive 3D walkthroughs for apartments, enhancing the viewing experience for potential tenants.

**RS INDUSTRIAL****12/2013 - 03/2014****Web Designer (Contract)****Buford, GA**

- Designed and developed Windows based computer design of three WordPress website. Using Cherry Framework to layout pages.
- Designed custom pages with Advanced Custom Field for easy user input layout and content in WordPress.
- Planned and sketched all UI designs, icons, and color in Illustrator.
- Ran cPanel clean up and structuring files and manual setting up SQL database for WordPress.
- Maintained and updating the look of Magneto CE store of gluearts.com.

**MAD DOG MAIL****01/2008 - 11/2008, 09/2009 - 06/2010****Graphic Designer****Yulee, FL**

- Design direct mail cards in a wide range of sizes for political clients, ensuring impactful mail-out ads.
- Expertly prepare print specifications for seamless production with chosen printing company.
- Develop customized websites for political clients, effectively conveying their message and values online.
- Craft engaging and user-friendly websites tailored to the specific needs and objectives of each political client, providing a compelling online platform for their campaigns.