

PROFESSIONAL SUMMARY

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

AWARDS & HONORS

Best in Show, Graphic Design Associates
Art Institute of Atlanta

SOFTWARE & SKILLS

Photoshop
Illustrator
InDesign
Dreamweaver
Premier Pro
Office 365
G Suite
Slack
WordPress
Bootstrap
Constant Contact
MailChimp
Basecamp
Magneto CE
Kolor Autopano Pro
SalesForce

Typography and Layout Design
Branding and Identity Design
Print and Digital Production
Color Theory and Color Correction
Web Design and Development (HTML, CSS)
Responsive Design
Illustration and Iconography
Photography and Photo Editing

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.
- 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.

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.