

Experienced Graphic & Web Designer with 10+ years in developing brand identities for diverse companies. Skilled at aligning designs with brand values and proficient in Adobe Software, web design platforms, HTML, CSS, and jQuery.

EMPLOYMENT

Web (UX/UI) & Graphic Designer **Planet DDS | Remote**

March 2022 - Current

Daily duties include web maintenance and customer support for 200+ live dental websites, designing and launching new websites, and fostering interdepartmental collaboration for seamless communication on emerging issues.

- Achieved a customer satisfaction rate of 95%+ by revamping customer service priorities despite a decrease in manpower.
- Significantly reduced operational costs by facilitating the successful migration of over 200 websites from Squarespace to Duda.
- Spearheaded the development of an updated Planet DDS dental website product, reducing build time by 50% and increasing lead captures through strategic design.

Graphic Designer and Printmaker **Studio 3 Signs | Ballard, WA**

June 2016 - October 2021

Delivered design solutions for diverse products such as vehicle wraps, ADA apartment signage, and window graphics while adhering to client brand guidelines.

- Developed comprehensive branding solutions for multiple local companies, encompassing logo designs, signage, and trade show materials.
- Fully designed vehicle wraps showcasing a local client's unique identity across a diverse range of cars, trucks, and mini-trucks.
- Established an efficient system for organizing PMS Color samples to maintain consistent color branding for returning clients.

Graphic & Web Designer **Saver Gator | Muncie, IN**

September 2014 - June 2015

Designed and refreshed coupons, advertisements, branding, and signage for various local businesses, ensuring cohesive and impactful visual representation.

- Initiated the offer of web design services for returning clients while simultaneously expanding the company's scope.
- Streamlined the process of updating online coupons, resulting in reduced errors and ensuring consistent application across all products.
- Developed and designed comprehensive one-sheets aimed at supporting sales efforts.

Freelance Graphic & Web Designer **Phoenix Technologies / Misc. Projects | Remote**

January 2012 - March 2022

Developed posters, logos, websites, and print materials while effectively managing multiple projects and cultivating client relationships.

- Produced branding, graphics, and print-ready files for CBD beverage and tincture products distributed nationwide in retail stores.
- Developed and managed websites and e-commerce stores for Phoenix Technologies and its subsidiaries, including WordPress customization and back-end management.
- Built comprehensive branding solutions for multiple local companies, collaborating closely with clients to develop designs that aligned with their visions.

EDUCATION

Columbia College, Chicago, IL
Graphic Design (2008 - 2009)
Relevant Coursework: Digital Image Design,
Aesthetics of Cinema

Ball State University, Muncie, IN
Graphic Design (2009 - 2011)
Relevant Coursework: Foundations of Design,
History of Art Survey