



DIGITAL DESIGNER

EMAIL MARKETING • WEB DESIGN • BRAND DESIGN

ABOUT

Hi, I'm Seth, a multidisciplinary designer specializing in email marketing, digital design, and brand communications. I design responsive email campaigns, landing pages, web graphics, and marketing assets that support product launches, promotional campaigns, and customer engagement across digital channels.

EXPERIENCE

DIGITAL DESIGNER / WEB DESIGNER, Golfballs.com | 2023–

- Design and build promotional email campaigns, landing pages, and digital marketing assets for a leading e-commerce golf retailer.
- Develop responsive HTML email layouts and web content optimized for desktop and mobile experiences.
- Collaborate with marketing and creative teams to execute high-volume campaigns, product launches, and seasonal promotions.
- Create branded graphics, motion assets, and campaign concepts across email, web, social, and ad campaigns.
- Utilize AI-assisted creative workflows to accelerate ideation, image generation, content exploration, and production efficiency.
- Maintain visual consistency while balancing performance, usability, and conversion-focused design goals.

VISUAL DESIGNER, IBM Blue Studio | 2021–2023

- Designed web pages, digital assets, and visual content for enterprise software and hardware product lines.
- Created illustrative and photographic assets supporting product marketing, internal initiatives, and business solutions.
- Contributed to platform migration efforts within a collaborative agile environment.
- Helped conceptualize user-focused digital experiences aligned with IBM brand standards.
- Worked cross-functionally with designers, developers, and stakeholders to deliver scalable web content solutions.

GRAPHIC DESIGNER, chicka-d | 2019–2020

- Developed catalogs, marketing collateral, and promotional email campaigns.
- Designed branding assets and logos for apparel-related business and product lines.
- Created graphics and production-ready artwork for garments, print materials, and multi-platform marketing.
- Managed print preparation and collaborated with vendors to ensure quality production standards.

GRAPHIC DESIGNER, Spiritex/Asheville Apparel | 2018–2019

- Produced digital and print marketing materials across web, social media, retail, and trade show channels.
- Implemented UI and SEO improvements contributing to increased online sales performance.
- Designed brochures, signage, apparel graphics, advertisements, and branded marketing materials.
- Photographed products and edited visual assets for e-commerce and promotional use.

SKILLS

Adobe Design Suite (Photoshop, Illustrator, Indesign +), Figma, Sketch, Mural, AI Platforms, Photography, Illustration, Communication, Self-motivation

EDUCATION

University of Louisiana at Lafayette
Bachelor of Fine Arts, Graphic Design

ACCOLADES & EXTRAS

Addy 2019 student Gold Award winner
Addy 2019 student Best of Show winner
WNC Ad Club Board Member

REFERENCES

Chris Olson | IBM Creative Director
919-210-7615

Daniel Sanders | Spiritex Co-owner
719-640-2545

Timothy Miguez | Wayground Sales
337-581-8101

Jeff Lush | Head Graphic Design Professor
337-296-1578

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