

KNOWLEDGE/SKILLS

Graphic design
Web design
Usability, accessibility
Email marketing
Social media integration
Search engine optimization
Google Analytics certified
Mac and Windows platforms
Copywriting
Communication skills
Detail oriented
Able to meet deadlines

SOFTWARE

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Macromedia Dreamweaver

CODING

WordPress
HTML/CSS

EDUCATION

UW Madison - BS in Art
Graphic Design Concentration

PROFESSIONAL EXPERIENCE

July 2016 - Nov 2017

Web Developer - City Ranked Media, LLC

- Web design and graphic design for small business websites.
- Wordpress website development using HTML and CSS.
- Optimized pages using cutting-edge SEO techniques.
- Designed Google Remarketing ads for clients.

April 2012 - February 2016

Graphic Designer II - Motosport.com

- Worked with a team in a fast paced, high production environment.
- Designed and built emails and web banners for 6 storefronts.
- Designed print ads for powersports publications such as Transworld MX.
- Completed campaigns with many pieces from start to finish.
- Redesigned HTML email template using responsive design techniques.

August 2011 - December 2011

Independent Contractor - ESDNetwork

- UI design and implementation for various websites and applications.
- Created WordPress template for the ESDN.com blog.
- Designed emails, brochures, and presentations.

February 2011 - June 2011

Front-End Developer - StudyBlue

- Built landing pages for the Studyblue.com website.
- Designed emails, ads, and social media graphics.

May 2007 - January 2011

Interactive Designer - Oompa Enterprises

- Designed and built weekly HTML email and web graphics.
- Created artwork for ads in publications such as Parents, Dwell, etc.
- Designed layout of annual print catalog.
- Developed enhancements for website to improve customer experience.
- Designed graphical interface of iPhone games.
- Created environmental graphics for Oompa retail store.

September 2005 - May 2007

Web Designer - PunchStock/UpperCut Images

- Designed weekly HTML email sent to list of 70,000 clients.
- Updated graphics for the PunchStock and UpperCut websites.
- Created new content, including image galleries and new vendor pages.
- Designed printed pieces including environmental graphics and ads.
- Built and maintained websites for internal use.
- Assisted in setting up the Content Management System.

