

Employment

Pinckney Hugo Group

Senior Digital Designer

Syracuse, NY

July 2018 - Present

- Expanded role to include analytics to create data-driven campaigns with user testing.
- Increased responsibilities for junior design review.
- Designed and developed to meet web compliance/accessibility standards: ADA & WCAG.
- Grew company revenues by leveraging YouTube as a brand awareness tool for clients.
- Created campaign strategy, wrote marketing language, mapped user flow tunnels, and acted as creative lead on brands such as Kidde Fire Safety Products and BUSH's Beans.

Digital Designer

July 2015 - July 2018

- Prioritized user experience, user journey, and functionality when executing designs.
- Expanded role to include prototyping and wire-framing new website requests.
- Trained junior designers on HTML5 banner ads, developing emails, and responsive design.
- Optimized websites post-launch for speed. Aimed to have 90%+ on Google Page Speed.

Jr. Digital Designer

July 2013 - July 2015

- Created a hybrid email template that merged fluid-based and stepped responsive.
- Learned responsive web and email design.
- Designed HTML5 banner ads, animation, and packaging.
- Completed trainings on HTML, CSS3, PHP, and JS.

WYNYT Distribution

Jr. Graphic Designer

Syracuse, NY

December 2011 - July 2013

- Developed and designed email marketing campaigns.
- Created trade show materials for the Consumer Electronics Show (CES) in Las Vegas.
- Designed with the intention of always meeting the company brand standards.
- Created daily sell sheets for sales representatives.

Side Projects

The EPIC Storm

President & Content Coordinator

Website/Brand

July 2015 - Present

- Managed a team of writers, editors, and videographers based around the same gaming passion to publish monthly articles series, daily play-by-play videos, and more.
- Focused on creating a consistent brand narrative from look to language while also making informative pieces to help the reader learn the ins-and-outs of the strategy.
- Cultivated an email following from zero subscribers to two thousand in two years.
- Opened a storefront for fans while also producing merchandise, memorabilia, and more.
- Quadrupled the growth of the company's YouTube channel in a single calendar year.
- Increased profits year after year.
- Designed and developed website as a free content resource.

Education

SUNY Oswego

BFA, Graphic Design

2011

Tools & Software

Adobe Creative Suite

- Photoshop
- Animate
- Illustrator
- After Effects
- InDesign
- Premiere
- XD

Coda/Sublime/IDEs

Google Analytics

Figma

GitHub

Skills

Graphic Design

- Responsive Web Design
- Responsive Email Design
- HTML5 Banner Ads

UX/UI Design

- Wireframing
- Prototyping
- User Experience & Journeys

Email Marketing

- Campaign Monitor
- MailChimp
- Constant Contact
- Salesforce

Web Development

- HTML & CSS5
- ADA & WCAG
- Javascript & jQuery
- ACCESSIBILITY
- PHP & Wordpress
- SEO Strategy

YouTube

- Video Marketing
- Analytics
- Channel Management
- SEO Strategy