

## Experience

### Level-Studios

Nov 2015 - Present

#### Senior Graphic Production Artist

Deliver optimized interactive assets to produce launches for Apple and other clients

Assembling and maintaining library of assets for Apple's Support Site

Support cross functional projects in a variety of roles including Development and Design

Participate in internal projects which improve the flow of company procedures and systems

- Implemented an agile workflow within the GP team
- Organized and developed GP standards, processes, and training materials
- Solidified folder structure which all of the creative team currently follows
- Acted as supporting Developer to ensure several projects would launch on time
- Led instruction on Sketch program to GP team

### CompAndSave.com

July 2013 - Nov 2015

#### Lead Web Designer

Maintain and improve the UX/UI of current sites

Design and co-create Magento template for site

Manage team projects and monthly reviews

Integrate Google Analytics in marketing campaign planning

- 300% boost in mobile traffic after email template redesign
- Landing pages consistently 20% lower bounce rate than site

### AngelStar Gifts

Aug 2012 - July 2013

#### Production Assistant and Jr. Designer

Package and collateral design

Design and measure email marketing campaigns

Manage and develop social media campaigns

Product photography and website maintenance

- Package designs featured in Woman's World
- Facebook campaign resulted in 395% organic reach increase

## Additional Projects



**HadleyHolloway.com**  
Site design and promotional materials




**SGCWD.com**  
Site Design and Wordpress development



**CMYimage**  
Logo and packaging design



**ComboInk**  
Logo redesign and branding guidelines



**Faultline 40K**  
Promotional materials and logo design

## Skilled In

