

SENIOR DIGITAL DESIGNER

Experience

02/2012 to Current

Senior Digital Designer Company Name 1/4 City , State

- Provided designs and creative direction for custom content in Best Buy's Digital Weekly Ad.
- Worked as a leader in following brand standards and best practices while exploring new designs.
- Designed vendor-paid premium ad space and special promotions.
- Led weekly client meetings to review and assess content and plans for the weekly ad.
- Built and edited wireframes to lay out product, promotional messaging, and video content for the best user experience.
- Directed product photo shoots on-set, both with and without talent/models.
- Designed covers and internal pages for Best Buy's weekly newspaper ad and buyer's guides.
- Directly managed, reviewed work of, and mentored production artists.
- Worked closely with internal project managers and QC team to ensure all deadlines were met and final product was launched and functioning properly.
- Collaborated with front-end developers on new animations, designs, and site functionality.
- Served as backup to front-end developer, working with basic HTML and CSS code.

07/2011 to 06/2011

Mac Operator/Prepress/Plating Specialist Company Name 1/4 City , State

- Edited and optimized client-provided digital art files to produce high quality digital, lithographic and flexographic print materials.
- Worked with CSRs and prepared customer and pressroom proofs to ensure accuracy of image quality, color, text, and layout.
- Operated and maintained multiple plating machines and software calibrations to prepare plates for a range of different sized lithographic presses and substrates.
- Verified both plates and pressroom proofs for quality and accuracy before sending to press.

05/2011 to 11/2011

Production Artist/Graphic Designer Company Name 1/4 City , State

- Partnered with Best Buy Mobile marketing team to design, refine and produce in-store signage, weekly flyers, traditional and digital billboards, and other quick-turn promotional materials.
- Produced print-ready art for store grand openings and special promotion flyers and coupons.
- Designed icons representing brand promises to be used in retail stores.
- Created concepts for cover and interior pages to monthly Buyer's Guide catalog.
- Provided design and production assistance for presentation materials as needed.

02/2010 to 07/2010

Freelance Production Artist Company Name 1/4 City , State

- Designed and created customized products using a variety of resources and media to meet customer specifications and timelines.
- Prepared digital art files including reviewing text, checking image quality, fonts and crop marks to ensure print integrity for projects using large-format flatbed and roll-fed printers.
- Managed e-mail accounts and FTP site for incoming orders, downloaded artwork, wrote up job tickets and communicated directly with customers regarding file issues and project specifications.
- Created, programmed and executed dielines for digital cutter/router using a variety of software to ensure precise cutting on the finished product.
- Provided graphic design services to customers in need of artwork.

03/2009 to 12/2009

Production Artist Company Name 1/4 City , State

- Effectively managed multiple projects and timelines for temporary and permanent in-store and POS signage; built final print ready files in alignment with Best Buy's brand strategy.
- Collaborated with Art Directors and Project Managers for event and special promotion signage.
- Ensured vendor-provided artwork fit current templates, brand standards and style guides by reviewing layout and adjusting as necessary while maintaining the integrity of the vendor's images.
- Preflighted files for proper resolution, layout, and specifications and created hi-res PDFs according to current standards to send to print vendor.
- Packaged and sent files to international print vendor for translation and approval; provided direction on layout as necessary to comply with international corporate standards.
- Built design mock ups and presentation boards as needed.

03/2008 to 03/2009

Digital Prepress Operator Company Name 1/4 City , State

- Managed time and workflows to preflight and process digital files for direct-to-plate, direct-to-screen and digital presses to maintain

productivity and quality.

- Worked cross-functionally with production artists, designers, job planners and outside vendors to troubleshoot and prepare artwork for production and ensure high quality store signage.
- Performed color calibration and adjustment for large-format digital press; ensuring accurate reproduction of Best Buy brand colors, both Pantone and process.
- Provided prepress/production support to in-house press operators, designers, and external vendors.
- Software Expertise Adobe Creative Suite (CC), Microsoft Office Suite, QuarkXpress, OmniGraffle Professional, Extensis Suitcase, SharePoint, LinoType Font Explorer.

Education

2001

Bachelor of Fine Art University of Wisconsin - Milwaukee

Skills

Adobe Creative Suite, photo, Ad, Art, backup, brand strategy, calibration, catalog, color, content, creative direction, CSS, client, direction, e-mail, FTP, graphic design, basic HTML, image, Explorer, layout, marketing, materials, meetings, messaging, Microsoft Office Suite, SharePoint, newspaper, developer, POS, prepress, press, printers, promotion, promotional materials, quality, QuarkXpress, quick, retail, router, translation, troubleshoot, video