



GERRICA HIGHTOWER

UX/Visual Designer

Sydney, NSW

0431.136.843

OBJECTIVE

To help your business grow by leveraging my email and web design skills, and to widen my focus into user experience design.

SKILLS

Photoshop →
InDesign →
UX Principles →
Wordpress →
HTML 5/CSS →
Sketch →

PROFESSIONAL EXPERIENCE

Freelance Visual Designer - 10/15-Present

Assist in-house marketing and design teams in realizing their unique visions for products and services. For smaller clients, serve as the entire team, helping to conceptualize, launch, and execute an effective marketing plan. Tasks include designing marketing collateral; creating and versioning weekly emails; changing responsive html code; custom messaging, and channel branding. Design multiple ads for digital campaigns. Create marketing templates, images, and branding around exclusive and licensed content on online video network.

WHY ME?

I am as passionate about detail as I am about design, and I bring a spark of creative energy to every project and team I work with.

Graphic Designer - Food Service Warehouse - 02/15-10/15

Designed sales material, hero images and sidebars for FSW's primary website. Honed my skills in HTML and CSS while creating landing pages, coding emails and making revisions to their Wordpress blog. In addition, I aided in conceptualizing, storyboards and on-site directing for campaign photo shoots.

Graphic Designer - Armstrong Steel - 03/14-08/14

While working at Armstrong Steel, I had the opportunity to make various web marketing materials including white papers, blog photos, product brochures, as well as posters and T-shirts.

EDUCATION

Bachelor's degree in
Graphic Design - UNLV

Spring 2012

Minor in Art History

President of Student

Association of Graphic Arts

Lead Graphic Designer - Carvalho Creative - 11/12-8/13

Developed new creative concepts for magazines, CD cases, annual reports and more. Managed client requests and editorial changes. Aided in art directed to interns and other employees.