



“Hi,
I'm Whitney.

Design, Coding, and
Branding Powerhouse.

By blending technical proficiency with creative vision, I consistently deliver high-quality digital and print designs that meet client expectations and elevate their online presence and company identity.

Specialties

- ★ TYPOGRAPHY
- ★ COLOR THEORY
- ★ LOGOS
- ★ BRANDING
- ★ WEBSITES
- ★ UI/UX
- ★ PRINT
- ★ ADS
- ★ SOCIAL
- ★ COLLABORATION
- ★ MANAGEMENT

<h2>Skills</h2>

Platforms: WordPress, BigCommerce, Shopify, Magento, Opencart

Software: Adobe Creative Suite, iOS, Windows

Coding: Front-End development: HTML, CSS, Bootstrap

Leadership: Project Management, Train, Mentor

Keep Clients Happy: Maintain strong client relationships: Listen, Communicate, Set Expectations and DELIVER

Experience

Creative Director & Lead Web Designer

Blayzer Digital

As a Website and Branding Designer, I take initiative in leading the creative process to develop stunning, functional websites and brand identities for a diverse range of clients. My role involves working closely with clients to understand their needs, offering expert guidance, and delivering web design solutions that align with their goals and enhance their brand identity.

KEY RESPONSIBILITIES:

Client Collaboration: Conceptualize creative ideas and collaborate to design unique branding, websites, and digital experiences.

Design Development: Lead the design of websites from start to finish using platforms like WordPress, BigCommerce, and Shopify, employing skills in Adobe Creative Suite, HTML, and CSS.

Website Optimization: Test, improve, and maintain the design and functionality of websites to ensure a seamless user experience.

Design Standards: Establish design guidelines, standards, and best practices to maintain consistency across all web projects.

Brand Consistency: Create visual imagery that reflects the client's branding and aligns with the overall design aesthetic.

Content Management: Work with various content management systems to implement design features and functionality.

Design Communication: Present design ideas and concepts using user flows, process flows, site maps, and wireframes.

Functionality Integration: Incorporate necessary functionalities and features into websites to enhance UI/UX and client objectives.

Page Design: Design pages with attention to color schemes, typography, and layout to ensure cohesive and professional branding.

Design Presentation: Prepare detailed design plans and present the website structure and creative solutions to clients.

Web Designer & Developer

RESPONSE! Targeted Marketing

Designer & Social Media Manager

Molly's In Soulard

Lead Graphic Designer

Eat Local

Education

BFA Graphic Design & Digital Art
Southeast Missouri State University

- Summa cum laude
- "Role Models?" Exhibit
- Dean's list
- "Dissection" Art Show
- Purchase Awards
- Annual Juried Student Exhibition

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