

Hi, I'm Whitney.

Senior Digital Designer

Specializing in brand, eCommerce, and digital experiences

Senior Digital Designer with 10+ years of experience creating performance-driven digital experiences across web, eCommerce, and marketing channels

Specialties

- DIGITAL
- ECOMMERCE
- UX/UI
- BRAND SYSTEMS
- CONVERSION
- RESPONSIVE WEB
- CAMPAIGNS
- TYPOGRAPHY
- COLLABORATION
- FRONT-END

<h2>Skills</h2>

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Platforms: WordPress, Shopify, BigCommerce, Magento, OpenCart
Coding: Front-End development: HTML, CSS, Bootstrap
Leadership: Project Management, Mentorship, Process Ownership
Cross-Collaboration: Partner with marketing, development, and leadership teams to deliver brand-aligned digital experiences tied to business goals

Experience

2016–present

Senior Designer & Creative Director
Blayzer Digital
Lead the creative process for designing websites and brand identities across a diverse range of clients, translating business goals into polished, on-brand digital experiences

KEY RESPONSIBILITIES:

- **Client Collaboration:** Conceptualize and co-create branding, websites, and digital experiences with clients and clients and cross-functional teams
- **Design & Front-End Development:** Lead website design from concept through launch, executing across WordPress, Shopify, Shopware, and BigCommerce using HTML and CSS
- **Website Optimization:** Test and refine designs to ensure seamless UX and maintain consistency across all web projects
- **Brand & Design Standards:** Establish guidelines and ensure consistency across all digital touchpoints
- **Content & Functionality:** Implement designs across CMS platforms and integrate UI/UX features
- **Design Communication:** Present ideas using wireframes, site maps, and user flows.
- **Page & Layout Design:** Craft pages with cohesive color, typography, and layout

Web Designer & Developer
RESPONSE! Targeted Marketing

2012–2016

Designer & Social Media Manager
Molly's In Soulard

Lead Graphic Designer
Eat Local

Education

2012

BFA Graphic Design & Digital Art
Southeast Missouri State University

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

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