



EXPERIENCE: **Web / Graphic Designer - E-commerce, August 2017 – Present**
Nebraska Furniture Mart, Omaha, NE

- Design, schedule, and update e-commerce site and vendor banners according to strict deadlines
- Code cohesive and responsive landing pages for cross-promotional purposes to help improve customer experience using HTML5, CSS3, and Bootstrap

Web / Graphic Designer - E-commerce, March 2015 – July 2017
Gordmans, Omaha, NE

- Build, update, and maintain all website pages, graphics, and promotional banners while adhering to industry best practices and Gordmans' branding using Adobe Creative Suite, HTML5 and CSS3
- Instrumental in establishing the look and feel of the company's new e-commerce website
- Collaborate with marketing, e-commerce merchandisers, and photography studio to create a consistent visual experience across all pages and execute deadlines based on site update calendar
- Design digital display advertisements and social media posts for upcoming promotions
- Create, build and blast corporate emails
- Served as project lead for the Gordmans' blog site: set up a customized a WordPress child theme

Lead Graphic Designer / Marketing Coordinator, July 2012 – February 2015
Hoskin Ryan Consultants, Phoenix, AZ

- Designed all company collateral material while maintaining brand standards
- Created new content and provided day-to-day maintenance of website and social media accounts using industry best practice methods
- Designed layouts for marketing eBlast campaigns
- Developed graphical elements, typography and text layout for Statement of Qualifications and presentations for the A/E/C industry

Senior Graphic Artist / Apparel Designer, Feb. 2008 – Aug. 2011
Continental Graphics, Omaha, NE

- Designed headwear, promotional flyers and products based on client demographics and budget

Graphic Designer / Web Designer, May 2007 – Present
Laura Batko Designs

- Create logos and help establish brand identity for business across all related marketing material
- Conceptualize and design artwork for print, and code responsive web based layouts

- ADDED VALUE:**
- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Flash, Dreamweaver, Acrobat)
 - HTML5, Cascading Style Sheets (CSS3), WordPress, Bootstrap
 - MS Office (Word, Excel, PowerPoint, Outlook, Access), Prezi
 - Salesforce Commerce Cloud, Endeca, Hawk Search, Selligent Message Studio, Constant Contact, Workfront, Basecamp, Social Networking Sites (Facebook, Twitter, LinkedIn, Pinterest)
 - Windows (PC), Macintosh (MAC) and Linux proficient
 - Strong written and oral communication skills
 - Ability to manage multiple projects while producing high quality work in a timely manner
 - Accustomed to working in a deadline-driven environment
 - Ability to take a project from concept to completion
 - Demonstrated commitment to exceptional customer service
 - Works well independently and in team settings

EDUCATION: **Bachelor of Arts in Computer Graphic Design, Bellevue University, Bellevue, NE**
GPA: 3.54/4.00

Associate of Applied Science in Web Design, Scottsdale Community College, Scottsdale, AZ
GPA: 4.00/4.00