

James Taylor

Senior Graphic Designer, Website Developer – Carson, Iowa

Phone: 402-871-4443 Email: jmt1957@gmail.com

Senior designer and developer with a track record of success leading end-to-end design and execution of creative messaging campaigns. Broad experience overseeing and guiding the creation of web enhanced websites. Advanced technical proficiency in WordPress, Adobe Creative Suite, and several other leading applications. Trusted mentor, proactive communicator, and inclusive leader adept at devising advertising strategies that increase engagement to deliver a significant ROI.

Professional Experience

Graphic Design & Website Consultant, Omaha, NE Freelance

2022 – Present

Engaged with leading midwest companies to support in web development, graphic design and product development services in a diverse range of projects.

- Valued for graphic design and typography expertise for branding & marketing needs.
- Ecommerce development in WooCommerce, Shopify in customize using HTML5, JavaScript, CSS3
- Elevated user experience by redesigning 10+ WordPress sites for improved UI and UX.
- Enhance website functionality by integrating responsive technology and modern trends to optimized and streamlined the performance of websites, enhancing load speeds by up to 40% through advanced caching methods, image optimization, and database tuning.
- Leveraging AI technology in design and development of graphics, illustrations, video and marketing needs

Lycos Inc, Omaha, NE Director of Marketing / Web Development

2017 – 2022

Responsible for marketing and managing department team for multi-company websites using WordPress. Applied leadership and advanced understanding of branding strategies, using Adobe Creative suite to build competitive brands for industry trends and ensure adherence to best practices.

- Executed Design and marketing materials development, to enhance the brand presence (flyers, booth design, websites, product design, sales collateral, infographics, videos, etc.)
- UX/UI (user experience/user interface) design development for multiple sites and landing pages, microsites, etc. not limited to monitor uptime, hosting, and databases to ensure site is performance.
- Made significant contributions to professional development of several junior colleagues.
- Responsible for managing organization's IT infrastructure, phone system and digital assets.

American Gramophone Records, Omaha, NE Sr. Graphic Designer & Webmaster

2008 – 2017

Multi-Company role servicing Soundtrack, Mannheim Steamroller, Dot & Lines and Ambience Medical on all graphic design, illustrations, tour, websites, digital campaigns, and analytics. Including third party distribution of assets to Amazon, Walmart, Target, Lowes, Orchard, and Magic Entertainment.

- Tasked with leading product development of visual material for albums, specialty products, apparel, tours, and marketing materials.
- Facilitate with third party manufacturing relationships for product development
- Designed websites, ecommerce, and online presence for B2B and B2C distribution.
- Marketing and digital campaign execution for ecommerce sales
- Maintained SEO, hosting, and databases to ensure site performance.
- Illustrated album art for more than 15+ albums, including the highly acclaimed *Christmas Song*, achieved platinum sales status for RIAA.
- Illustrations and product design for a three-book series that contained more than 40 illustrations, "*The Wolf and the War lander*".

- Demonstrate exceptional ability to present design concepts to executive leadership.
- Responsible for managing organization's IT infrastructure and digital assets.

Education

Associate of Applied Arts

Art Institute of Dallas, Dallas, Texas

Certifications

Presently in Certification course with Google on UI/UX

Presently in Certification course with Google on Project Management

X in a Box Certification, Pixar Story Xperimental

Continued Education at Academy of Art, San Francisco, California

Skills

- Advanced Adobe Creative Suite in (Illustrator, Photoshop, InDesign)
- Basic Adobe Creative Suite in (After Effects, Premiere, Animate, XD)
- Graphic Design (Typography, Digital Artistry, Vector Graphics, Brand Identity)
- AI technology adaption to tools using Midjourney, Luma, Chat GPT and more
- Print and Digital Media
- Fine Art, Illustrator, Sketching and Storyboarding
- Concept and Product Development
- Color Theory, Typography and Branding
- User Experience (UI/UX) Proficient – Presently in Google Certification
- WordPress Design & Development
- E-commerce Solutions (WooCommerce, Shopify, Amazon)
- Advanced Page Builder Proficiency (Oxygen, Elementor, Divi)
- JavaScript / PHP / MySQL / HTML5 / CSS3 Proficiency, Some API Integrations knowledge
- SEO Optimization and Google analytics
- B2B & B2C
- Windows and Mac proficient
- Level 3 technical support

Portfolio

www.artbyjamestaylor.com