laura martin **{ design }**

{ OBJECTIVE }

I don't just want a job - I want a career where I can contribute my management, problem solving and creative skills to an innovative, forward-thinking company that wants to make a difference.

{ EXPERIENCE }

January, 2014–September,2016   HotChalk, Inc.   Campbell, CA
Creative Director

- Responsible for delivery of all creative projects and team management for busy educational technology marketing department, supporting lead gen efforts including websites, landing pages, banner ads, direct mail, sell sheets, and various marketing collateral to support all departments.
- Provided creative direction, leadership and management for successful new client onboarding and program launches.
- Managed a team of designers and provided ongoing creative direction for new and existing campaigns across all marketing channels.
- Led the Creative Services team in converting all web properties and email to responsive framework.

January, 2013–January, 2014   HotChalk, Inc.   Campbell, CA
Creative Manager, Design

- Successfully provided creative direction, leadership and management for company-wide corporate rebranding, from inception to delivery.
- Responsible for hiring and management of full-time permanent and freelance creative staff as well as resource management.
- Streamlined department processes which enabled on-time completion of all projects and deliverables within very tight timeline restrictions.
- Assisted in development of Creative Services team processes and tools to allow for rapid growth and scalability.

February, 2012–January, 2013   HotChalk, Inc.   Campbell, CA
Senior Web Designer/Developer

- Responsible for all elements of graphic and web design, development and QA for busy marketing department.
- Extensive website design, user interface design, and wordpress development including streamlining sites for easy updating by other team members.
- Optimization of landing pages, emails, and websites through the use of A/B testing.
- Designed and developed printed marketing collateral and tradeshow signage.
- Designed various email campaigns, landing pages, banner ads as well as other lead generation campaigns.
- Implemented corporate processes and file management system for entire design group as well as photo management shared across the Marketing group.

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August, 2004–February, 2012   Laura Martin Design   San Jose, CA

Freelance Web Designer/Graphic Designer/ Art Director

- Worked on all levels of design for multiple clients on an ongoing basis including development of creative briefs and scope.
- Website design, user interface design, development and maintenance based on client's needs and budget.
- Logo design, development and corporate branding.
- Design and development of printed marketing collateral and signage.
- Email campaign design and distribution as well as powerpoint designs.

April, 2003–March, 2004   Miranet Web Services   San Jose, CA

Web Designer/Project Manager/Quality Assurance

- Designed and developed interactive websites according to the project specification including e-commerce, brochure, and content management websites.
- Developed user interface and process flow for websites requiring programming and information architecture.
- Project management of all project phases from developing the scope of work to launching the completed site including the management of programmers, designers, and clients.
- Maintained 20 client websites on a regular basis including site updates as well as incorporating new content and features.
- Completely tested and validated websites for all aspects of functionality and completeness according to the project specification.

June, 2000–October, 2002   Interactive Identity   San Jose, CA

Graphic Designer

- Executed a variety of web design and development services for various clients including Intranet, e-commerce, and emarketing services.
- Involved in all aspects of projects including developing the scope of work, defining requirements and objectives, website analysis and strategy as well as overseeing all parts of development.
- Other areas of design include Flash design and development, corporate print design and production, direct mail and email marketing campaigns, online product demos, and development of sales tools.

{ EDUCATION }

1995–2000   San Jose State University   San Jose, CA

- B.A. Art, Emphasis in Photography
- Graphic Design Minor
- Graduated Cum Laude

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{ QUALIFICATIONS }

- Forward thinking problem solver who can anticipate upstream challenges and develop solutions to implement
- Ability to manage and direct a team of designers as well as coordinate with developers, channel managers, and third party vendors
- Excellent decision-making and process development skills and the ability to react quickly and recover gracefully when schedules and demands change
- Experienced with all phases of design, development and project management including working on very small projects as well as very complex projects
- Ability to multi-task, prioritize and accomplish all tasks in a timely manner
- Knowledgable in A/B testing across all channels including the planning, execution, and reporting of tests
- Experienced in email campaign creation, set up and execution
- Graphic Design Application knowledge: Creative Cloud, Illustrator, Photoshop, Acrobat, InDesign, PowerPoint
- Web Applications: Dreamweaver, Flash, HTML, CSS, Wordpress, CMS, Bootstrap, Foundation, Marketo, Salesforce, Optimizely
- Familiarity with PHP, MySQL, Java Script, Actionscript, Jquery, CGI functionality, DHTML, ASP, Search Engine Optimization, Social Media, Blogging
- Experienced on both PC and Macintosh platforms

{ WEB PORTFOLIO }

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