JR

JEREMY RICKSON
Web and Graphic Design

OBJECTIVE

To put my web & graphic design skills to work for you. To use my knowledge in web and digital media design to further assist your company with project needs and recommendations. To provide effective and unique solutions—never settling for mediocrity.

EDUCATION

Chemeketa Community College *(2011-2015)*

i. AAS in Graphic Design
ii. AAS in Graphic Design with an emphasis in Interactive Media

SKILLS

UX/UI Design & Development	Branding and Logos
Graphic Design	Illustration
Typography and Layout	Communication and Presentation
Email Marketing	HTML5/CSS3 Proficient
Content Marketing	Leadership
Copywriting	Mobile Application Design
Reporting & Analytics	Photography

SOFTWARE

Adobe Illustrator	Adobe Dreamweaver
Adobe Photoshop	Adobe XD
Adobe InDesign	Microsoft Office
Adobe Acrobat	Sharepoint
Abode Bridge	Google Analytics

EXPERIENCE

Web Designer at Bookbyte.com
Salem, Oregon // August 2015–Present

Day-to-day use of Google Analytics to monitor site traffic behaviors, acquisition, and e-commerce performance; providing consultation and guidance to developers, external vendors, and stakeholders in various departments; UX/UI design, development, and continuous optimization; designing various internal and external print collateral including magazine ads, posters, flyers, bookmarks, mailers, packing inserts, rack cards, signage and business cards; Information design; designing and coordinating production of T-shirts to be worn by employees and patrons; managing and optimizing email programs; Planning and coordinating marketing campaigns and content; PPC/CPC campaign management, optimization, and display ad design; copywriting (both persuasive and informative) and proofreading; creating and conducting digital surveys; production of fillable form PDFs for internal use; conceptualizing marketing content and strategy; continuously working with customer service to improve customer experience by determining and removing pain points and/or ease-of-use issues on Bookbyte.com and improving our level of empathy in communication; creating digital presentations using PowerPoint, Acrobat, and Prezi; managing Bookbyte's affiliate program; branding our internal wellness program: Live Up; maintaining Bookbyte's social presence on Facebook and Twitter including integrating TrustPilot customer reviews with Twitter; and photographing company events.

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Graphic Designer Intern at Marion-Polk Food Share
Salem, Oregon // January 2015–April 2015

Working with the marketing department to design and produce print collateral that promoted events, food drives, donation centers and desired goods, activities and initiatives; coordinating and directing print and prepress with external print vendors to produce brochures, rack cards, and pamphlets.

Student Graphic Designer at Chemeketa Community College
Salem, Oregon // October 2013–June 2015

Working with all departments in the college to design and produce print and digital collateral that promoted college events, diversity, school policies & positions, resources, and program guidelines; coordinating and directing print and prepress with external print vendors to produce brochures, rack cards, pamphlets, 90 page student leadership manuals with perfect binding; designing and coordinating production of T-shirts to be worn by students and patrons; photographing students, activities, and events including the 2014 CCC Commencement ceremony at the Salem Armory; working with other student designers to design and develop a mobile web app for students; and creating digital presentations using PowerPoint and Acrobat.

REFERENCES

References available upon request.

CONTACT

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