

MAUD WARD - DIGITAL DESIGNER

CONTACT

MAUDWDESIGN.COM

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[TEL: 773-987-8250](tel:773-987-8250)

EDUCATION

CENTRAL MICHIGAN UNIVERSITY

MT. PLEASANT, MI

Graduated May 2011, with a Bachelor of Fine Art in Graphic Design. Member of the Students of Design.

CERTIFICATIONS

UX FUNDAMENTALS

AQUENT - GYMNASIUM COURSES

Completed on 3/23/2016

SKILLS

TECHNICAL PROFICIENCY

Illustrator
Photoshop
Dreamweaver
Microsoft Office
CSS/HTML
WordPress
Axure/Balsamiq

DESIGN SKILLS

Web/Digital Design
Responsive Design
Web Banners
UX/UI Design
Wireframing
Branding
Illustration
Mobile App Design

*References available upon request

WORK EXPERIENCE

MEASURED MARKETING | LEAD DIGITAL DESIGNER

OCTOBER 2013 - CURRENTLY | Chicago, IL

- Managing work for 16 markets, and up to 2 junior designers.
- Tracking jobs, ensuring efficiency, and completion, in a timely manner.
- Developing new products and training design team to use them, including retargeting banner ads, developing all-responsive email templates, and landing pages.
- New products have all helped the company to generate extra revenue, by offering clients more options, and greater success, with campaigns.
- Assisting with interviewing/hiring and training new employees.
- Designing custom email ads in Photoshop, based on client assets and client websites.
- Programming email ads from pre-coded templates, both static and responsive, integrating branding, imagery, and content.
- Designing static retargeting banner ads in Photoshop.
- Designing and developing landing pages in Unbounce.

THE OCEAN AGENCY | FREELANCE PROJECT COORDINATOR

MARCH - APRIL 2013 | Chicago, IL

- Worked directly with clients to develop WordPress based sites, including integrating copy, styling and formatting WordPress templates for client branding, and developing imagery assets, and integrating SEO.
- Installed the WordPress site onto their servers, and trained them on how to use the sites.
- Assisted with wireframing, creating graphic assets for other sites, and basic SEO for different sites, including the sites that I developed.

ZONDERVANS PUBLISHING | FREELANCE GRAPHIC DESIGNER

JUNE 2012 - OCTOBER 2012 | Grand Rapids, MI

- Sorting, touching up, and categorizing print assets scanned to digital for a children's Bible.
- Assisted in updating e-Book covers for Kindle and other readers, as well as general information listed for e-Books.

DEKSIA | DESIGN INTERN

AUGUST 2011 - NOVEMBER 2011 | Grand Rapids, MI

- Created social media posts, blog posts, and managed them on their respective sites.
- Designed order forms for Deksia's partner business, Pazzel. Increased the efficiency and legibility of the form, as the previous version was cluttered and confusing.
- Developed copy for several clients design assets, as well as for Deksia.