

Garrett Harper

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ABOUT

As a versatile visual designer with over a decade of experience, I excel in crafting digital marketing, direct giving, and product campaigns for web, social media, and native apps. Specializing in brand identity, logo design, and multimedia, I also thrive in human-centered design projects, boasting expertise in app interfaces, wire-framing, and prototyping. I lead teams effectively, from concept to execution, producing fully realized digital products. My core strengths include strategic planning, clear communication, conflict resolution, motivation, and delegation, fostering a collaborative and efficient work environment.

EDUCATION

Product Management & UX Design | *Udacity* | 2018

Web & Graphic & UI Design | *Udemy* | 2017

Business Management | *Evangel University* | 2011

SKILLS

Visual Design - Digital Marketing - Design Systems - Human-Centered Design - Project Management - Adobe Creative Suite - Figma - Branding & Identity - Google Business Suite - Marketing Analytics - Team Leadership - Strategic Planning - Communication - Product Management - UI & UX Design - Web & Graphic Design - HTML & CSS - Social Media Management - SEO Management - E-commerce Management - Conflict Resolution - Budget Management - Training & Mentoring - Includer - Multimedia Production - Event Management

EXPERIENCE

Contract Creative Director | *Advocate Designs* | 2020-2023

- Worked independently, managing all aspects of the business including client relations, project management, budgeting, and invoicing.
- Developed and maintained strong relationships with clients, consistently delivering high-quality designs that met their needs and exceeded their expectations.
- Managed contract designers and developers, overseeing their work to ensure it met client expectations and agency standards.
- Worked closely with clients to identify their design needs, provide creative solutions, and develop a project timeline and budget.
- Utilized design software such as Adobe Creative Suite and Figma to create designs for various mediums including print, web, mobile applications, and social media.
- Managed multiple projects simultaneously, ensuring all deadlines were met and clients were satisfied with the final product.

Senior Visual Designer | *The Christian Broadcasting Network* | 2021-2022

- Provided creative direction and strategy, ensuring alignment with brand objectives and market trends.
- Lead a team of junior designers, fostering a collaborative work environment and maintaining high-quality standards.
- Conceptualized and execute visually stunning designs for digital and print media, exceeding client expectations.
- Acted as the primary department liaison, translating vision into compelling design solutions.
- Cultivated strong department relationships through effective communication and project management.
- Developed and maintained project timelines, ensuring deadlines and budgets are met
- Provided feedback and guidance to improve team members' skills and performance
- Conducted regular meetings and sessions to align and motivate the team toward project goals
- Proficient in Adobe Creative Suite, Sketch, Figma, and other design tools.
- Adaptable to evolving project requirements and tight deadlines while maintaining high-quality standards.

Lead User Interface Designer | *The Christian Broadcasting Network* | 2018-2021

- Served as the primary digital designer for a multinational non-profit organization, overseeing the development and execution of all UI design and art direction projects across multiple digital platforms.
- Collaborated with cross-functional teams including product managers, UX designers, developers, and marketing to designs aligned with overall business goals and objectives.
- Developed and implemented design guidelines and style guides, ensuring consistency across all digital platforms and products.
- Trained other interface and graphic designers, fostering a collaborative and innovative work environment that consistently delivered high-quality work.
- Conducted user research and usability testing to inform UI design and art direction decisions and improve overall user experience.
- Delivered presentations to various stakeholders, including senior executives, to communicate design decisions and recommendations.
- Stayed current on design trends and best practices, implementing new technologies and techniques to enhance the organization's offerings and maintain a competitive edge.
- Managed budgets and timelines for multiple projects simultaneously, ensuring all deliverables were completed on time and within budget.

Email Marketing Coordinator | *The Christian Broadcasting Network* | 2016-2018

- Developed and implemented email marketing strategies that increased donor engagement and revenue for a multinational non-profit organization.
- Utilized HTML and CSS coding skills to design and build responsive email templates that improved email deliverability and engagement rates.
- Designed and created engaging email content using graphic design tools, including newsletters, event invitations, and fundraising campaigns.
- Conducted regular A/B tests to optimize email campaigns, resulting in an increase in email open and click-through rates.
- Utilized segmentation and personalization techniques to create targeted email campaigns that increased donor retention rates.
- Collaborated with cross-functional teams including the fundraising team, graphic designers, and copywriters to ensure email campaigns aligned with overall fundraising goals and brand voice.
- Managed the email marketing calendar and ensured timely delivery of email content, including emergency campaigns for disaster relief efforts.
- Tracked and analyzed email performance metrics, providing regular reports and recommendations to the marketing team and senior executives.
- Stayed current on email marketing best practices and trends, implementing new techniques and technologies to enhance the effectiveness of email campaigns.

Graphic Designer | *Clear Web Strategies* | 2014-2016

- Collaborated closely with clients and project managers to create eye-catching graphics, spanning logos, brochures, banners, flyers, and web elements, ensuring effective message delivery.
- Ensured design concepts harmonized with clients' brand identity and overarching marketing objectives, translating their vision into captivating, goal-oriented designs.
- Leveraged high proficiency in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign, to consistently deliver top-quality designs and layouts tailored to project specifics.
- Upheld brand consistency by adhering to style guidelines, ensuring a uniform brand image across all design materials.
- Designed visually appealing online graphics, such as social media visuals and email templates, optimized for engaging online audiences.
- Successfully handled multiple projects, maintaining meticulous records, tracking deadlines, and ensuring timely delivery.