



courtney crowe

SENIOR GRAPHIC DESIGNER

CONTACT

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www.courtneycrowe.com

PROFILE

Dynamic and innovative creative professional with 19+ years of invaluable hands-on experience in leading and executing several simultaneous creative design projects, concept creation, graphic design and visual conceptualization. I am a leader; inspiring and guiding the vision of design teams.

PROFESSIONAL EXPERIENCE

SENIOR INTERACTIVE/DIGITAL MEDIA DESIGNER

BBB INDUSTRIES — 2018 TO 2020

Subject matter expert in the development, design and concept creation of all creative assets and tactics for: emails, website, print collateral, tradeshow, video, landing pages, social media, digital media, and UI/UX.

- Researched and identified digital trends in the marketplace while partnering cross-functionally to implement new designs and technologies to overtake competing brands and companies.
- Code, implement, deploy and track e-mail marketing campaigns
- Provided design support to product marketing managers and all customer requested initiatives
- Created and ensured company-wide brand identity consistency across all mediums.
- Lead and mentored junior designers through design critics, guidance, and personal performance goals.

GRAPHIC DESIGN TEAM LEAD

TELEVOX SOFTWARE — 2016 TO 2018

Creative leader and web designer, focused on inspiring and guiding remote contract designers with constructive design critiques to ensure design quality and development met the highest standards.

- Communicate directly with clients, team members, and management to define and implement website requirements, communicate project status, meet deadlines and schedule client design consultations.
- Create timelines and track the progress of multiple projects making sure they are on time and on budget.
- Provide project estimates and scope work requirements

SENIOR WEB DESIGNER

TELEVOX SOFTWARE — 2013 TO 2018

Conceptual thinker and team player with a keen eye for detail. Successfully delivered creative and innovative web designs from concept to completion. The design process began with a brief study of the clients existing website and branding, a client consultation to discuss style and theme, a fresh new website design using Adobe Creative Suite, and finally, a live developed screen shot.

SENIOR WEBMASTER

TELEVOX SOFTWARE — 2007 TO 2013

Provided technical support for client websites and email. Executed content updates, design changes, SEO, troubleshooting, and email support. Provided direction and expertise for implementation of new design elements based upon each clients needs and requests.

OWNER/FREELANCE DESIGNER

CROWE CREATIVE DESIGN — 2006 TO PRESENT

Art direction, visual conceptualization and design execution for various print collateral, branding, signage, social media, websites, and other digital media including UI/UX. Provided the appropriate approach and style to best represent a concept visually for each clients requests and needs.

AWARDS

2020 Nappie Winner

Best Local Graphic
Design Artist

SKILLS

Typography
Color Theory
Brand Identity
Social Media
Video & Music Editing
Responsive Web Design
CSS & HTML
UI/UX

SOFTWARE

Adobe Creative Suite:

InDesign, Photoshop
Illustrator, Dreamweaver
Dimension, Premier Pro
After Effects, Acrobat

Microsoft Office:

Word, Excel
PowerPoint
Outlook

Web & Email Marketing:

Constant Contact
Mail Chimp
Survey Monkey
Wix
Wordpress

EDUCATION

Bachelors Degree of Fine Art

University of South Alabama

Primary: Graphic Design
Secondary: Painting
Dean's List