KentCampbell

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SUMMARY

Senior Designer with extensive experience in corporate branding, marketing, & UX design. Experienced in agency & in-house environments. Results-oriented team player, talented in developing innovative marketing campaigns for a variety of brands.

EXPERIENCE

TransCore (October 2018 - Present) Round Rock, TX
Sr. UX Designer
Visual design & user experience design for national toll road agencies
» Design hi-fidelity wireframes for front-end websites as well as internal customer service portals
» Worked with developers in the design of high-traffic customer-facing websites that tie into personal account profiles
» Aided in the branding and redesign of toll agencies in California, Maryland, New York, North Carolina, & Ohio

Visa (April 2018 - October 2018) Austin, TX
UX Designer
Visual design for Visa's internal e-learning campuses
» Prototype, design, & implement content on Visa's internal-facing e-learning websites for multiple departments & campuses
» Design wireframes and workflows for user testing across multiple platforms
» Aided in the redesign of Visa's branding guidelines including wordmark, colors, and templates

Quantcast (March 2017 - April 2018) Austin, TX
Interactive Designer
Concept, wireframe, and build animated web ads utilizing Adobe CC, HTML5 & JavaScript
» Work directly with client to conceptualize, design & execute branding that performs across multiple platforms
» Interactive animated ad design for brand and direct response campaigns for top brands & retailers
» Achieved an 18% increase in performance across retail, fashion, & home goods brands

Golfsmith (May 2014 - January 2017) Austin, TX
Web Designer
e-Commerce web, UX, & eMail design,
» Created wireframes, mockups and graphics that supported desktop & mobile
» Concepted, designed & coded for golfsmith.com e-commerce site
» Wireframed, designed & coded Golfsmith email campaigns

Tasti D-Lite (January 2010 - June 2012) Franklin, TN
Graphic Designer

RE/MAX of Texas (August 2006 - April 2009) Houston, TX
Graphic Designer

EDUCATION

Texas State University - San Marcos, TX (2004-2006)
Bachelor of Science - Digital & Photographic Imaging / Graphic Design

SOFTWARE/SKILLS

» Adobe CC (Photoshop, Illustrator, Xd, Animate, InDesign, Dreamweaver, PremierePro)
» HTML5 / CSS / JavaScript / XML / JSON
» JIRA / Teamwork / SharePoint / Planner
» e-Commerce Web / e-Mail Marketing
» Wireframing / Storyboarding / Concepting
» Digital Animation
» Social Media
» Photography
» Video