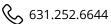




branding, digital design, ui & web development







www.tsmillie.com

in www.linkedin.com/in/theresasmillie

EDUCATION

2001

BACHELOR OF TECHNOLOGY: VISUAL COMMUNICATIONS

S.U.N.Y. Farmingdale NY

Major: Visual Communication, 4 years

Major: Fine Art, 2 years

TECHNOLOGY

KEY APPLICATIONS

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Dreamweave
Adobe XD
Adobe Acrobat Pro
WAVE (ADA/WCAG)
Chrome Lighthouse
SEMrush
Figma
Webflow
Wordpress
Adobe Animate
Adobe AfterEffects
Litmus

KEY LANGUAGES

HTML5 CSS3/SCSS **Bootstrap jQuery Libraries PHP**

PROFILE

Expertise in envisioning, collaborating and creating digital branding from concept through delivery for digital/print, UI/web design and development. Degreed Sr. Designer with 22+ years of experience in visual communication specializing in the process of cohesive and visually unified design systems through layout, typography, color and graphic assets. Well versed in current UI/UX atomic design component methodology, best practices & ADA compliance.

CORE COMPETENCIES

- · Interactive & responsive website design
- · UI design systems & asset organization
- · Brand ID, logo creation & mood boards
- Campaign strategy & compliance across all media
- Graphic design & optimization for print & web collateral

CAREER HISTORY

March 2013 - October 2021 | March 2022 - current, (remote)

Sr. Creative / UI / Visual Designer | Construction Marketing

- Brand development & logo design, digital, print & PPC design
- · UI/Web design: user flows, wireframes & prototypes
- · UI/Web development: (HTML, CSS, JQuery), SEO, image & site optimization, ADA/WCAG compliance & maintenance

January 2001 - current

Freelance Branding, Digital Design, UI & Web Development

July 2022 - current (remote)

Visual Design Subcontractor | ROICO

Fortune 500 Co. (non-disclosure): internal, interactive page-flows

February 2022 - April 2022, (remote)

UI / Digital Designer | MOJO Creative Digital

- · Brand ID scaling, logos, print, digital & e-mail design
- UI/Website Design: page flows, wireframes & prototypes

October 2021 - February 2022, (remote)

Visual Design Subcontractor | Creative Circle

- Marketing agency back-up/fill-in design for campaigns
- Nationwide Insurance: Rebrand whitepaper ADA compliance

CERTIFICATIONS

UDEMY CERTIFICATIONS

- Adobe XD, Adobe XD, Adobe XD
- Figma, Figma & Webflow
- Mailchimp
- jQuery

SKILLS

EXPERTISE

- UI/Web/Digital design
- Front-end web development
- Page-flow & Usability
- · Graphic/Visual design
- Typography, layout & color theory
- Print design & prepress production
- Branding creation & campaign
- B2B & B2C Marketing

PRODUCTION

Digital imaging for print/web/social
Design Systems & components
Wireframes, mock-ups & prototypes
Interactive & responsive website design
Internet site load testing & optimization
Brand ID & mood boards
Logo creation

Photo retouching & composites Digital banner on-line advertising/PPC Digital illustration

Technical prepress & print production Business cards, postcards, presentation folders, brochures, catalogs, posters, signage, trade show displays, POP displays, flyers & sell sheets

Environmental graphics & 3-D displays Packaging & die-cut templates Magazine & newsprint advertising

PROJECT MANAGEMENT

Cloud Collaboration
Campaign strategy development
Branding compliance across all media
Client & vendor liaison
Maintaining timelines & budgets
Workflow organization
Asset procurement & organization
Conducting technical analysis
Presentation
Guiding Jr. Creatives

2011 - 2012

Graphic Designer | Summersault Web Development

• UI/Web, logos, print & digital design, landing pages & assets

2008 - 2011

Graphic Design Specialist | LIAAC LINCS & BiasHELP

- · Maintained branding (4 brands) continuity across all platforms
- Print design, prepress production & asset coordination
- Web design & development, SEO, optimization & maintenance

2006 - 2008

Real Estate Broker & Advertising Specialist

Co-founded E Realty Group Inc., Wading River, NY

- · Brand Identity & marketing
- · Website design, development & maintenance
- Print design, prepress production & asset coordination
- Website SEO & lead generation

2005 - 2006

Real Estate Agent | Prudential Real Estate, Miller Place, NY

- · Print design & marketing
- · Website design, development & maintenance
- Website SEO & lead generation

2002 - 2005

Graphic Designer/Artist, R&D Laser Specialist:

Laseredge Designs LTD, Bay Shore, NY

- · Print design & marketing
- · Website design, development & maintenance
- Website SEO & lead generation
- Researched, documented & developed ability of machinery
- Designed & created large-scale show-rooms & displays

1999 - 2002

Designer/Artist | Lighter than Air, Hicksville, NY

• Created 3-D sculptures & signage for immersive environments

1993 - 1999

Assistant Art Director | The Art Department Inc., NY

- Created 3-D sculptures & signage for immersive environments
- Managed a team of 20+, production deadlines & supplies

ARTISTIC AWARDS

2000

Student Boli Awards

Team Advertising: Bronze Certificate Individual Advertising, Commercial Concept: Silver Certificate S.U.N.Y. Farmingdale NY

1993

Student Exhibition

2 Honorable Mentions & Award of Excellence for all 3 submissions Nassau Community College NY