

Arianne Archer

Print - Web - UI/UX - Mobile

321-663-4508

moi@arianearcher.com

564 Moccasin Ct, Casselberry, FL

Summary

Creative Thinker and designer with the ability to grasp the big picture of a project and manage it down to all the necessary moving parts. Able to work on multiple projects individually or as a team member. Flexibility working on projects with time restraints and tight deadlines.

Professional Skills

Web Design	Logo Design	Brochures & Booklets
Branding	Content Strategy	Restoration
Typography	Color Management	Color Theory
Grid Layouts	Responsive Design	System Maintenance
Production Management	Trade Shows	Print Management
Giff Animations	Presentations	Video Editing
Bootstrap	HTML / CSS	UI/UX
Email Templates	Buisness Cards	Direct Mailers

Software

Illustrator	Photoshop	InDesign	WordPress
AcrobatPro	Lightroom	Adobe-Bridge	Drupal
Power Point	Word	Excel	Jekyll
OpenOffice	Google Docs	Muse	
Dreamweaver	NeatBeans	Media Encoder	
MAMP	SourceTree (GIT)	Keynote	
Flash	After Effects	Final Cut Pro	
Xcode	Android Studio	JavaFx	

Education

Associate in Science Web Design Specialization

Seminole State College of Florida

Degree emphasis in web design, optimization, file management, and mobile devices. Incorporated web-related skills to create effective and graphically well-balanced sites, which utilize special 2-D and 3-D web graphics and animations.

Desktop Publishing Certificate Program

Winter Park Tech

Program focused on developing techniques and skills to work with industry software, hardware, and clientele within the desktop publishing industry.

Work History

Print/Web Designer

New-Sense Productions

2007-current

Work directly with business owner and production companies to create customized logos, RFP presentations, booklets, ads, animations, images, web sites, banners, and branding for the trade show performance industry. Manage graphic division's budgets, billing, operating systems, printers, proposals and contracts. Work is contract and part time. In addition to internal company works, also managed and produced work for software firm Dignitas Technologies, professional organizers Send Out Sue and B Organized Today, a Newsletter for Jacobs construction at Lockheed Martin and poster for the University of Santa Cruz.

Creative Director

PrivateGiant

2013 - 2014

Managed, developed, and deployed graphics, website(s), App(s) UI/UX, branding, naming, and ad copy for a startup developing a Mobile Privacy App for Android, iOS and Windows. Strategized, developed, and deployed pre-launch activities, trade shows, and brand messaging. Managed communications, meeting notes, and expectations of both national and international vendor research firms, PR firms, and a marketing company. Conducted extensive market research and analysis of competitors, vendors, B2B, and possible SEO market placement for app. Created multiple brand concepts and product names. Collaborated with software team on UX decisions. Designed mock-ups for each version of app then assisted development by placing graphics and design updates into working layouts in Xcode, Android Developer, and JavaFx to expedite product UI/UX turnaround. Product tested application on devices. Strategized launch and brand recognition opportunities. Assisted in focus group questionnaire development, mocked up all graphics, made edits as needed in a quick turnaround.

Print/Web Designer

New-Sense Productions

2007-current

Please see above for full job description details. With support of company, decided to take a year off to work at a start-up in order to gain new skills. During this time major projects were handled on weekends as needed.

Graphic Designer and Print Operator

Winter Park Blue

2004 - 2007

Designed graphics, logos, and branding concepts for the company and their diversified clientele. Managed print production, color correction, quality control, machine maintenance, researching, and troubleshooting for multiple projects in a highly deadline driven environment. Directly worked with sales team clients to produce logos, business cards, booklets, banners, pamphlets, posters, and trade show displays

Graphic Designer

Architects Design Group

2003 - 2004

Provided vector graphics, photo reconstruction, multiple page layouts, and web maintenance for firm specializing in the Police, Fire, and Safety Municipal architecture industry. Common design requests included: RFP proposal covers, trade show displays, magazine advertisements, conference handouts, and information booklets. Worked directly under the supervision of the Marketing Coordinator.

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Active Websites

www.NewSenseProductions.com

Customized a purchased WordPress theme with additional CSS, and security /SEO plugins . Modified page layouts with VisualComposer. Selected colors, organization of content, call to actions and images. Copy edited supplied ad copy.

www.3dDjBooth.com

Developed responsive site with the Bootstrap framework. Created custom CSS and HTML as needed. Incorporated JQuery Libraries for items such as text fly in animations. Designed logo in Illustrator. Selected colors, organization of content, call to actions and images. Copy edited supplied ad copy. Developed ad copy on privacy policy.

www.TonboGrillePortRichey.com

Customized and installed on server a free WordPress theme with additional CSS, and security /SEO plugins. Selected colors, organization of content, call to actions and images. Developed all ad copy on website.

www.BlueSeaTampa.com

Designed and developed website with Photoshop and Illustrator. Coded CSS and HTML to match concept design. Logo created in Illustrator. Developed all ad copy outside of menu items. Took location shots used in design.

www.BOrganizedToday.com

Designed website within the restrictions of a client Weebly account. Designed logo, color retouch images, co-author all blog post, create images for blog posts, designed all handouts for library talks. Assist with development of business advertising strategies, client relations, paperwork, and culture.

www.ArianneArcher.com

Portfolio website created with Adobe Muse, in order to learn program.

www.NorasWineCigars.com

Responsive layout designed with Bootstrap framework. Selected colors, organization of content, image placement.

www.SendOutSue.com

Responsive layout designed with Bootstrap framework. Selected colors, organization of content, image placement and co-authored ad copy. PhotoShopped image of Sue holding life preserver, original image preserver was red without text.

References available upon request

