Freelance Digital Artist

ROBERT SMITH

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Objective

Freelance Digital Artist creative process is one that works on developing these illustrations, refining and reworking drafts until the final artwork is signed off. Meeting with clients, Designers, and Directors to discuss and review projects and deadlines.

Skills

Good understanding of visual design principles, Proven digital content skills.

Work Experience

Freelance Digital Artist

ABC Corporation - 2014 – 2016

- Designed, produced, and managed interactive online content, including email templates, social media, and promotional artwork, and informative ebooks.
- Prepared briefs for each project and presenting design ideas to all the relevant stakeholders.
- Collaborated with the e-commerce and marketing teams to ensure that all designs align with the brand image, while also meeting usability and website standards.
- Ensured consistency in designs and content across all company platforms.
- Transformed wireframes into intuitive user interfaces.
- Reviewed product positioning and online marketing content to identify room for improvement.
- Worked with the IT department to oversee the smooth implementation of new content.

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Delta Corporation - 2009 – 2013

- Create graphic designs for web communications and marketing materials.
- Work with management to understand specific brand usage principles in graphic designs.
- Communicate with Architect to update or develop store book.
- Communicate with external resources when needed.
- Create high quality images for newsletters, business articles and blogs.
- Perform image cropping, resizing and adjusting to ensure right size and better quality.
- Develop effective imagery concepts for ad creation.

Education

Bachelor's Degree in Digital Design

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