

ABBY POST / VISUAL DESIGNER

Accomplished Visual Designer with a multidisciplinary skill-set including user interface and interaction design

(415) 225-0424

abby@postdesignstudio.com

www.PostDesignStudio.com

OBJECTIVE

Seeking a key-contributor visual and user interface design role within a high-impact product or marketing team. The ideal position will leverage my extensive design and user interface expertise while allowing me to expand upon my fundamental web development skill set.

EXPERIENCE

October 2007 to Present

Freelance Visual Designer

Post Design Studio

San Francisco, CA

Services

- Websites & Landing Pages: UI, Visual Design, HTML, CSS
- HTML Emails
- Online Advertising
- Branding: Logo, Style Guidelines

Clients

Book Renter, DemandRamp, Eventbrite, Kaboodle, Like.com, Operation Access, Placecast, Pricelock, SFCASA, Solanova, SugarSync, Teach With Africa

Outline of Expertise

- Design marketing communications for interactive initiatives; including websites, landing pages, email campaigns and banner advertising
- Develop front-end, optimized, cross-platform, hand-coded HTML and CSS
- Provide end-to-end email marketing support using industry best practices; including content strategy, copywriting, design, HTML, and browser/client testing
- Translate brand strategy, guidelines, and product requirements into concepts and elegant user design that promote ease of use and optimize the user experience
- Up to date with design techniques, methodologies, and tools including Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver)
- Committed to the overall success of each project; focused on creative strategies that seamlessly address customer needs and business objectives
- Interested in innovative approaches to design projects, streamlining workflow, and improving the user experience
- Comfortable working in fast-paced deadline-driven environments

September 2011 to November 2011

Visual Design Contractor

Blurb

San Francisco, CA

- Collaborate with the Creative Director and Copywriters to design print and online marketing collateral

January 2010 to March 2011

Visual Design Contractor

Zuberance

San Francisco, CA

- Designed Zuberance apps with customer brand and business requirements to create compelling Brand Advocate WOM marketing campaigns
- Developed HTML and CSS for customer apps
- Provided end-to-end email marketing support

EDUCATION

Rochester Institute of Technology,
BFA in Graphic Design 2001

AFFILIATIONS

- AIGA Member
- Taproot Foundation Volunteer
- Rochester Institute of Technology
Career Mentor

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EXPERIENCE (CONTINUED)

February 2007 to October 2007

Graphic & Web Designer

The San Diego Foundation

San Diego, CA

September 2006 to February 2007

Senior Graphic Designer

Epiphany Marketing

San Diego, CA

June 2003 to September 2006

Senior Graphic Designer & Active Marketing Group Design Team Lead

The Active Network, Inc.

San Diego, CA

January 2002 to June 2003

Graphic Design Instructor

Coleman College

San Marcos, CA

September 2001 to January 2002

Freelance Graphic Designer

San Diego, CA

PORTFOLIO

Visit www.PostDesignStudio.com to view samples of my work.