

RANAE GUILLES

Design for paper and pixel



Graphic Designer

Graphic designer who loves ink and technology. Effective problem solver, who uses creative inspiration to build practical solutions. Experienced administrator of multi-piece advertising campaigns, deadlines and project requirements. Proven ability to create award winning work with a team or independently. Brand-oriented thinker who believes each piece should demonstrate excellence and build the relationship with the consumer.

Experience

Contract Graphic Designer: Modis, Atlanta, Georgia: 2014–Present

Production and development of PLM software manual for Carter's | OshKosh B'gosh. To be completed December 2014.

Graphic Designer, Cox Digital Exchange/DealerMatch, Atlanta, Georgia: 2013–2014

Designed and coded email and landing pages for in-bound marketing. Produced ads, collateral, and display graphics.

- *Used responsive layout to expand lead generation from landing pages.*
- *Developed brand and technical documentation to facilitate teamwork with vendors and automated lead tracking.*

Email Specialist, DME Automotive, Daytona Beach, Florida: 2011–2013

Designed, coded and implemented data-driven email with HTML and JavaScript.

- *Executed four hour turn-around time for client requests.*
- *Provided high levels of personalization for busy clients and end consumers using data automation.*

Freelance Graphic Designer and Web Developer: 2010–2011

Planned, designed and coded a website with a custom a WordPress theme giving a non-profit a sophisticated look and easy access to content maintenance.

Graphic Designer, New Tribes Mission, Sanford, Florida: 2010–2011

Created web, print, display and software graphics. Supported email automation and website development.

- *Spearheaded standardization and implementation of identity standards for established world-wide non-profit to deepen meaningful donor engagement.*
- *Maximized small budgets for mail campaigns by streamlining specs with print buyer and mail professionals.*

Graphic Designer, Biomet Orthopedics, Warsaw, Indiana: 2005–2010

Responsible for design, production and project management of marketing collateral, ads and display graphics.

Supported FTP, file server and desktop hardware and software for the creative team of ten.

- *Established workflow and brand guidelines for digital advertising, building company's first web promotions.*
- *Designed and managed marketing collateral for eight successful medical product launches.*

Skills

Action Script, Adobe InDesign, Illustrator, Photoshop, Acrobat Pro, Email Marketing, Flash, C++, CSS, HTML, JavaScript, MS Office Suite, Pardot, PHP, SQL, WordPress

Education

B.S. Graphic Design and Information Technology, Grace College, Winona Lake, Indiana