

Brian Parker

web & ux designer

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Professional Experience

Travelers Insurance - (6.2012 - Current)

Senior Designer

Provide expert level design and ux support on projects.

- Design facebook assets, email templates, landing pages, online ads, style guides, wireframes, and web/mobile layouts
- Collaborate with developers to ensure proper implementation

Cronin and Company - (2.2012 - 6.2012)

Web Designer

Provide expert level design on web and interactive projects.

- Design facebook assets, email templates, landing pages, online ads, and websites
- Design and develop online marketing campaigns including storyboards, landing pages, and online ads
- Support creative staff on production design
- Collaborate with developers to ensure proper implementation

Clients include: Amica, AZO, Cambridge Savings Bank, Estroven, and Liberty Bank

Inergy Group, Wilton, CT - (3.2005 - 5.2011)

Web Designer

Work as primary design and strategy resource on web and interactive projects. Thorough understanding of interface design, architecture and usability. Major achievements include:

Lex Products:

Primary team member – providing strategy, design, and production support

- Work closely with developers to complete website project by providing QA support including detailed documentation and mock-ups

GE Capital:

- Design and manage multiple advertising campaigns including detailed storyboards
- Design and develop templates for landing pages and email campaigns

Clients include:

GE Capital, IBM, Lex Products, Timex, and Xerox

Technical Proficiencies

Mac/PC, Photoshop, Illustrator, Indesign, HTML, CSS, and Microsoft Office

Education

B.S. Multimedia & Web Design - September 2003
Art Institute of Fort Lauderdale - Fort Lauderdale, FL

