

# joey larsen

GRAPHIC & WEB DESIGN

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## SUMMARY QUALIFICATIONS

Well-balanced graphic designer with knowledge of both web and print aesthetics - as well as general marketing and e-commerce strategies. Participative team player with excellent writing, presentation, and interpersonal communication skills both within and outside of an office setting. Very positive and influential mind set capable of training/mentoring other designers in layout or coding. Practical in time-management and able to meet deadlines with focus on providing the best options for any client. Capable, learning and adapting to an ever-changing industry.

## EXPERIENCE

### Freelance/Contract Graphic Design Resource

Present

- Clients include:  
*Bumblride, Inc., BikeBandit.com LLC, Kane Investment Group*

### Lead Graphic Designer, Creative Services Manager at BikeBandit.com

June 2009 - Aug. 2014

- Began as Junior Graphic Designer, promoted to Creative Services Supervisor/Lead Designer in Jan. 2011, and Creative Services Manager in July 2013
- Collaborated with Marketing Specialists and Merchandising teams to design and launch revenue generating e-mail campaigns and e-mail promotions fitting retention and re-activation strategies, and adapt those solutions through seasonality challenges, and the company's overall marketing strategy
- Created and maintain website revisions and assisted Web Development staff in creating new/improved navigation, landing pages, streamlining conversion funnels and generating positive usability experiences
- Supervised Junior Graphic Designers and Digital Content Specialists with individual tasks and creative direction, and ensured their individual success and overall team goals

### Graphic Design Intern at California State Parks

Sept. 2008 - Dec. 2008

- Assisted senior designer to create and produce Old Town San Diego State Historic Park promotional materials
- Designed period-appropriate display banners and holiday flyers for Candlelight Tours 2008, created design elements from concept to production
- Relayed design choices to Park Aides and Supervisors, and made appropriate changes to elements used in all pieces for accuracy and ease of interpretation

### Assistant Office Manager at E-Z Flow Foam Packaging Systems

June 2004 - June 2009

- Answered calls and provided information to distributors and new customers. Generated sales leads and follow-ups with potential customers/distributors
- Prepared and quality checked outbound items for shipping, and completed proper documentation and invoicing records
- Assisted in accounts, followed up with customers and their invoice questions, supplied copies and additional information upon requests
- Repaired/replaced small assemblies, assisted main technicians, managed inventory and completed purchase orders for parts/supplies

## EDUCATION

### UCSD Extension

Certificate, UX Design, September 2016  
Certificate, Web Publishing, March 2011

### Art Institute of California - San Diego

Bachelor of Science Degree, Graphic Design, March 2009

## SKILLS & ABILITIES

Adobe Creative Suite

Microsoft Office

Intermediate HTML/CSS

PC or Mac Platform

Direct Email

Marketing Strategy

Website UI/UX Design