

OBJECTIVE	To mentor and be mentored in a rewarding and creative position while providing lasting value for my employer. To explore new technologies and media while developing design skills, experiences and proficiencies for the betterment of myself, my employer and peers.
EDUCATION	
2004 – 2008	Bachelor of Fine Arts/Graphic Design University of Utah
2000 – 2002	Applied Science Degree/Web Design/Desktop Publishing Web Design/Desktop Publishing Certificate LDS Business College
EXPERIENCE	
2015 – 2019	Mountain America Credit Union – Senior Digital Media Designer Designed direct mail, in-branch collateral and other print materials for a variety of member-facing marketing campaigns. Designed and maintained email and website using Eloqua and Kentico (CMS). Executed additional in-house creative and collateral to support more than 30 financial products and services. Developed large-scale display and digital media for conferences and events. <ul style="list-style-type: none">• Designed “<i>Elephant in the Room</i>” retirement campaign supporting LPL Financial (wealth management partner) which saw overall ranking for credit union referrals rise from 17th to #1 in the nation.• Developed a realtor to lender outreach program for the mortgage department resulting in a nearly 300% increase in new mortgages. Collateral delivered to 175 to 200 realtors each month.• Created ambiance and display pieces for multiple development conferences with attendance ranging between 300 to nearly a 1,000 participants over multiple days.
2019	Taylor Hartman Enterprises – Art Director & Digital Media Consultant Comprehensive rebrand of company including website, social media collateral, digital marketing creative.
2003 – 2015	1-800 Contacts – Senior Graphic Designer, Product Photographer & Desktop Publisher Maintained corporate brand and designed customer-facing equity for countless mediums and campaigns. Contributed to a positive and collaborative work environment while delivering high-quality marketing collateral and print materials. Managed vendor relationship with printers including press checks and design studio responsibilities. Disciplines and deliverables included: email & CRM, SEO, responsive web & UX/UI design, front-end mobile app, social media, product photography, mass-market direct mail, in-house projects and digital media. <ul style="list-style-type: none">• Provided expertise to the design/development of an original mobile app and mobile web experience.• Designed collateral for annual summer party with budget ranging from \$150,000 to \$300,000.• Streamlined creative process for new product photography resulting in production-ready creative in hours rather than weeks by providing professional in-house product photography and printing.
2010 – 2015	Night of the Running Dead 5K – Founder, Race Director, Principle Designer Created and directed an annual world-class 5k experience benefitting the Huntsman Cancer Foundation. <ul style="list-style-type: none">• Included over 15,000 participants over 5 years.• Raised and donated approximately \$25,000 for cancer research.• Started business with only \$250.
2008	Arts Bridge Scholar – Mentored students at Edison Elementary in graphic design and art through program with the University of Utah. Created brochures, developed a PR package for the Arts Bridge program and taught students design fundamentals.
SKILLS	Expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, etc.) and all Microsoft Office applications. Proficiency in HTML, HTML 5 (Adobe Animate), CSS and professional studio photography. UX and UI design using Sketch, Muse and other Adobe web development software. Video editing experience with Final Cut and After Effects. Type 60+ wpm. Great people skills. Fluent in Russian language. Passionate about <i>spectacle</i> .
HONORS	Arts Bridge Scholar, Eagle Scout, honor roll, academic letter, Deans list. Volunteer design work for LDS Institute Century magazine. 2011 Endurance Sport Honoree from the Huntsman Cancer Foundation. 2017 Credit Union National Association (CUNA) Diamond Award.