



Austin Lovelace

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SUMMARY/COVER LETTER

I am a Graphic and Web Designer in Denver, Colorado. Though I have been working as a freelancer for upwards of 7 years, I have gained over five years of professional experience in Graphic Design and Web Design.

I am pursuing a Graphic Design degree through Rocky Mountain College of Art and Design while working full time. .

You can find my portfolio on my website: <https://www.shoutgraphicdesigns.com>

INDUSTRY EXPERIENCE

GRAPHIC/WEB DESIGNER & DEVELOPER 13TH FLOOR ENTERTAINMENT GROUP

Denver, Colorado — 08/07/17 - Current

3400 East 52nd Ave. Denver CO, 80216

Supervisor/Manager: Zachary Douglass
(317) 525-5896

Responsibilities

At Thirteenth Floor Entertainment Group, I design and manage the company's web presence. This includes managing contractors, yearly redesigns, optimizing purchase flow, integrating 3rd party software, bringing new products to market, managing hosting, technical SEO, UI/UX design, and more. All in all, I manage upwards of 25 brands over 30 domains. I use multiple Content Management Systems, including hardcoded websites, WordPress, and Squarespace. I frequently use my fluency in CSS and HTML to make custom edits on heavily managed Content Management Systems. I work with every department to keep every brand updated and to keep customer touchpoints in each market's select brand voice.

I keep a strong technical SEO foundation in place for each website. While researching the ever-changing landscape of SEO, I maintain current Schema, metadata optimized to increase click-through, keyword copy, as well as site load time. In addition to website management, I maintain current information on all company profiles through Google My Business and Yelp.

With a longstanding background in graphic design, I also take on frequent design work. I often create graphics for organic social, email campaigns, paid social ads, banner ads, ticketing graphics, on-site signage, and filling in when needed for high-volume graphic requests.

GRAPHIC/WEB DESIGNER PRIVATE LABEL CAMPAIGNS

Denver, Colorado — 02/11/17 - 06/09/17

11562 Colony Row, Broomfield, CO 80021

Supervisor/Manager: Jessie Wood
(720) 789-0233

Responsibilities

At Private Label Campaigns, I was an all-around graphic designer and web designer. My primary responsibility was designing purchase flows and marketing funnels for individual sale cosmetic products and cosmetic subscriptions. I often made adjustments to home pages, situational landing pages, and checkout pages to keep these designs cohesive. These builds primarily took place in Click Funnels, though Shopify was also a frequently used CMS. In becoming familiar with these platforms, I often used HTML and CSS to make custom changes.

I worked closely with a development team to integrate these platforms through API. Large-scale development was often required; in these cases, I used both Photoshop and Illustrator to design mockups to be coded by our development team.

Operating as a print designer, I often designed and adjusted branding for cosmetic products. This meant logo creation, label design, and branding materials. Using InDesign, I also built sales decks and print materials for the company's sales team.

OTHER EXPERIENCE

COLUMNIST THE RIFF RAG

Colorado Springs, Colorado — 7/-/14 - 11/-/14

Supervisor/Manager: Kelly Anderson
(719) 201-4124

Responsibilities

As a columnist, my job was to write a monthly piece based on events and trends in the Colorado Springs music scene. I would also maintain separate writings in communication with readers.

EDUCATION

ROCKY MOUNTAIN COLLEGE OF ART AND DESIGN

In Progress — 2015-CURRENT

I've completed a year at RMCAD looking to complete a BA in graphic design, it is a continuation of my work at PPCC through transfer.

PIKES PEAK COMMUNITY COLLEGE

Transferred — 2013-2015

Earning 60 credits at PPCC I have completed the majority of my liberal arts credits. I've transferred to RMCAD to finish my Graphic Design BA.

SKILLS/PROSPECTS

- 5 years of industry experience
- 5 years sales funnel and purchase flow design experience
- 6 years HTML and CSS experience
- 6 years experience managing hosting
- 4 years WordPress experience
- 4 years technical SEO experience
- 3 years of college education perusing a graphic design degree
- 6 years experience in the Adobe Creative Suite
- 4 years business profile management in Google My Business and Yelp

VOLUNTEER WORK

The RedHeaded Zombie Show is a local Colorado Springs organization that has been dedicated to the promotion of local artists and musicians since 2011. Through the years this platform has worked to run monthly concerts, grand award shows, festival stages, blog posts, podcasts, and more. I serve as the group's lead web and graphic designer. (See C.j. Hackett as the main reference for this)

REFERENCES

Christopher Stafford

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Thirteenth Floor Entertainment Group

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