



AIMEE PHILLIPS

GRAPHIC DESIGNER · WEB DESIGNER

TheSuperDeluxe.com

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(740) 814-2030

QUALIFICATIONS SUMMARY

I am an articulate, accomplished, and highly skilled graphic designer, web designer, and educator driven to design and develop effective and interactive visual communication for both environmental and web-based usage, as well as for students of educational institutions. In addition, I am a consummate communicator with extensive project development and management experience. My passion is creating amazing user experiences. I accomplish this by thoroughly understanding both the goal my client is desiring to achieve and the best way to communicate that message to the intended audience with my combination of artistic talent, and technological skills and research.

RELEVANT EXPERIENCE

FOUNDER, PRINCIPAL DESIGNER/FRONT-END DEVELOPER

The Super Deluxe Web Co.
thesuperdeluxe.com

November 2012–Present

I work with clients locally and across the country to design and develop interactive and dynamic websites to suit various purposes. I manage a team that varies in size and specialize in HTML5 semantic markup, standards-compliant code, CSS 3 styling, jQuery interaction, PHP includes, copywriting, search engine optimization, and responsive layouts. All designs are custom-made and many of our finished sites are implemented into the WordPress platform. I oversee all work and approve all deliverables. I collaborate with audio and video teams when streaming media is required. I am the primary person

responsible for the communication between clients and my staff and I write all project proposals, contracts, invoices, other documentation, and legal papers.

GRAPHIC, UI/UX DESIGNER

Zaniboni Lighting

February 2020–July 2020

zanibonilighting.com

I overhauled two websites owned by the company to be standards-compliant, SEO-friendly, aesthetically consistent, and provide a better user-experience. I also front-end coded said sites, to make it easy for the back-end developers to incorporate into their CMS platform. Other daily tasks included: developing branding guidelines and training materials for employees of both aforementioned companies; (digitally) hand-drawing logos, icons, and diagrams for websites, apps, and various training and promotional materials; creating visual material for daily and weekly promotional campaigns; writing copy for promotional and training materials; recording training videos; editing photos; facilitating communication between my department and other departments of both companies (including creating an organizational system for sharing materials). I often worked directly with the owners of the company, and during 6 weeks of quarantine, I worked remotely, full-time, with constant contact and collaboration with my departmental team.

WEBMASTER - THE HUNTINGTON ARCHIVE

The Ohio State University

May 2009–Present

huntingtonarchive.org

Solely responsible for redesigning and refactoring a pre-existing multi-thousand page website into a clean, contemporary, standards-compliant HTML5/CSS3 site. Redesigned and developed all multimedia elements and presentations throughout by eliminating Flash, and instead using CSS3 and jQuery. Worked closely with database manager at OSU to efficiently display a collection of 300,000 photographs online. Oversaw a staff of five graduate students. Communicated with visitors across the globe to enhance their User Experiences. Negotiated with individuals and institutions worldwide to grant image reproduction rights.

DIRECTOR OF MARKETING

The Trout Club

December 2016–January 2018

thetroutclub.com

I held ultimate responsibility for all marketing activities—including campaigns, events,

digital marketing and PR—and oversaw the development and delivery of fully integrated marketing strategies. Additionally, I was in charge of setting and managing the marketing budget and worked directly with vendors such as SEO providers, digital marketing firms, print companies, billboard providers, newspapers/magazines, program ad salespeople, and TV/radio salespeople to purchase all media.

ADJUNCT LECTURER

Denison University
denison.edu

September 2015–January 2018

I taught graphic design workshops to student workers and staff members who were in charge of creating in-house promotional materials.

CO - FOUNDER/CREATIVE DIRECTOR

The Co-Lab
co-lab.media

September 2014–September 2016

The Co-Lab was a joint venture between three company owners who saw the value in working together to meet the needs of their existing customers. The Super Deluxe (web and graphic design), Earthwork Recording (audio production), and Flicker-lit (video production) were housed in the same building in Downtown Newark, Ohio. Thanks to our multidisciplinary team, we were the one-stop shop to bring our clients' ideas to life through any medium. Anything you've ever seen in print or on a screen, or heard on an album or on the radio... we created! Each member of our team brought unique strengths to the table so that we could cover a broad spectrum of production categories. While each entity focused on their acute strengths, our customers valued consistent production across multiple platforms.

INSTRUCTOR - DIGITAL MEDIA DESIGN DEPARTMENT

Central Ohio Technical College
cotc.edu/Academics/Pages/Digital-Media-Design-Technology

March 2010–January 2015

I spent five academic years teaching face-to-face and online classes, primarily in the Web Design & Development track, but also in the Graphic Design option. I was appointed Lead Faculty Member during my final year. Responsible for selecting course texts and software, developing course content and materials—including lectures, presentations, multimedia resources, and projects—engaging with students during open-work time, leading project critiques, grading student work, maintaining regular

communication with students in person and via email, overseeing independent studies, advising students, maintaining regular communication with Lead Faculty Member and Dean, and serving on committees.

SUBJECT MATTER EXPERT - SCHOOL OF DESIGN

Rasmussen College

August 2013–November 2013

rasmussen.edu/degrees/design

Responsible for implementing pedagogically sound methods into the design and development of new curricula and materials for e-Learning courses in the online Bachelor's and Associate's degree programs. Working closely with an Instructional Designer to write syllabi outlines and objectives; select resources; develop projects; implement audio, video and text-based tutorials; and create multimedia presentations.

CO-FOUNDER

Stand Alone Media House

November 2012–June 2013

standalone.co

Along with three faculty colleagues—a videography, a print, and a photography professor—I founded an all-encompassing media collective dedicated to collaborating on work in order to provide a “one-stop-shop” for our individual and collective clients.

DIRECTOR OF MARKETING

Impact Martial Arts

September 2008–March 2014

impactdojo.com

Working closely with the business owner, I created, executed, and maintained all internal and external design and communication including: brand identity, flyers, brochures, rack cards, business and appointment cards, postcards, posters, certificates, advertisements, billboards, websites, social media sites, and videos. I was also a martial arts instructor here.

RESEARCH ASSISTANT - TELCENTER, IT DEPARTMENT

The Ohio State University at Newark

June 2008–September 2009

cotc.edu

I was responsible for: maintaining the telCenter web site and developing interactive media and visual materials to promote it and its initiatives, creating multimedia presentations and graphic visuals to promote and explain new educational initiatives instituted by the Newark Campus, and conducting Faculty Development Workshops focusing on incorporating

technology in the classroom. I also regularly assisted faculty, staff, and graduate students with Learning Management System (LMS) support, the development of graphics and multimedia to enhance their educational materials, and updating and enhancing their personal and departmental web pages.

EDUCATION

B.A., HISTORY OF ART AND FINE ART (MINOR)

The Ohio State University

2009 – 2011

A.A.S., DIGITAL MEDIA DESIGN - School of Engineering

Central Ohio Technical College

2006 – 2008

SKILLS AND EXPERTISE

FIELDS

Web Design, Web Development, Website Management, SEO, Multimedia Production, Interactive Media Design, Graphic Design, Typography, Color Theory, Illustration, Print Production, Digital Photography, Digital Video Production, Art Direction, Project Management, Identity Creation, Branding, Marketing, Advertising, Media Buying, Research, Technical Writing, Copywriting (Content Writing), Proposal Writing, Information Design, Instructional Media, E-Learning, Online Course Development.

SOFTWARE

Adobe CC (Dreamweaver, Photoshop, Illustrator, InDesign, Typekit, Edge Animate, Acrobat Pro), Microsoft Office (Word, Powerpoint, Excel), Sketch, Apple Final Cut, Maxon Cinema 4D, Sublime Text 2, CodeKit, MAMP Pro, Sequel Pro, FileZilla, WordPress, Articulate, Camtasia, Microsoft SharePoint, Moodle LMS, ANGEL LMS, Carmen LMS, Smartsheet.

DEVELOPMENT AND PROGRAMMING LANGUAGES

HTML5, CSS3, jQuery, JavaScript, SASS, PHP, ActionScript 3.0

REFERENCES

DR. SUSAN HUNTINGTON

Professor Emerita - The Ohio State University
Founder - The Huntington Archive
huntington.susan@gmail.com

MARCEU FILHO

Head of Marketing Department, Full-Stack Developer - Zaniboni Lighting
rabeu.filho@gmail.com

DR. ANDREW CARLSON

Professor, Chair of Department of Music - Denison University
andrewcarlson1969@gmail.com

KATHLEEN KINNEY

Professor, Lead Faculty - Digital Media Design Department @ COTC
kkinney@columbus.rr.com

SOCIETIES AND COMMITTEES

CHAIR

Digital Media Design Advisory Committee 2014 - Present

CHAIR, INFORMATION COMMITTEE

Downtown Newark Association 2014 - 2017

COMMITTEE MEMBER

Newark Development Partners CIC 2013 - 2017

MEMBER

National Association of Professional Women 2013 - Present

MEMBER

National Scholars Honor Society 2007 - Present

SECRETARY

Digital Media Design Students' Organization - COTC 2007 - 2008

EXECUTIVE COMMITTEE MEMBER

Digital Media Design Students' Organization - COTC 2006 - 2007

MEMBER

Phi Theta Kappa International Honors Society

2006 – Present

FOUNDER AND EXECUTIVE OFFICER

Universal Human Rights Association - OSU

2002 – 2004

FOUNDER AND EXECUTIVE OFFICER

International Multicultural Association - OSU

2002 – 2004