MIKE SHELTON

www.mikesheltondesign.com

Education

Longwood University, Farmville, Va
Bachelor of Fine Arts, May 2010
Concentration in Graphic Design
Summa Cum Laude

Software competency

Photoshop
Illustrator
Sketch
Sublime Text
Balsamiq

Web-related skills

HTML5
CSS3
SASS
jQuery
UX strategy
Responsive design
Web usability
Usability testing
Accessibility
Wordpress

EXPERIENCE

ROYALL & COMPANY
Lead Web Designer & Training Resource | *April 2013 - present*
Digital Designer | *February 2012 - April 2013*
Web Designer | *March 2011 - February 2012*

- Designed and developed responsive, device-agnostic websites and landing pages with the goal of student recruitment
- Created sketches, wireframes, prototypes, and detailed specifications for marketing products on all devices (mobile, tablet, desktop)
- Assisted with defining strategic direction for products and campaigns
- Designed and developed responsive HTML emails
- Assisted with the creation and implementation of A/B tests of products and product features
- Analyzed website performance data and made strategic recommendations based on data-driven insights
- Organized and conducted usability tests including test planning & development, script creation, and analysis of results
- Provided creative direction and constructive criticism to designers in the creation of websites, landing pages, and HTML email campaigns
- Supported and managed designers in their day-to-day tasks including weekly check-ins with each designer
- Reviewed design work and code quality for all client projects
- Organized and delivered weekly training sessions on a variety of web and marketing topics

KEY WEB CONCEPTS
Web Designer | *March 2010 - March 2011*

- Responsible for designing and developing websites using modern web technologies and standards
- Managed multiple projects and tasks from kickoff to completion within a busy production schedule
- Developed custom Content Management Systems with Wordpress
- Restructured and improved company's design and development processes as well as some business processes

CHATMOSS WEB SYSTEMS
Web Designer & Developer | *May 2007 - August 2009*

- Conceptualized designs with focus on client branding
- Developed HTML framework and CSS stylesheets
- Clients included Taco Bell, Hooker Furniture, and Hampton Inn