

# JOAN LOWD

GRAPHIC AND WEB DESIGNER

## PROFILE

Innovative and deadline-driven Graphic & Web Designer with seven years of experience designing and developing user-centered digital and print marketing material from initial concept to final, polished deliverable.

## EXPERIENCE

- + Graphic & Web Designer** **Pillai Center** | Pittsburgh, PA | 2020
  - Create landing page designs in Photoshop, WordPress, and or Lead Pages
  - Code HTML on Lead Pages to customize certain features for design and usability
  - Collaborating with the technology team and marketing department to update landing pages
  - Developing and implementing new design concepts for existing landing pages
  - Create graphics for Social Media, email banners, ads, newsletters, print materials, and e-books
- + Web Designer** **Focus Home Inspection** | Sunset, UT | 2018-2020
  - Redesigned branding materials including web page and business card
  - Regularly updated the website to maintain its usability and proper performance
  - Collaborated with the owners to update websites and increase client experience and satisfaction
- + Web Designer** **IV Pillars Property Inspection** | Salt Lake City, UT | 2018-2019
  - Redesigned branding materials including web page and business card
  - Updated and maintained the website to increase client experience and satisfaction
  - Collaborated with owner to update website's content, pictures, services offered, and special events
  - Assisted on social media postings
- + Web Designer** **Olde World Walls, Inc** | Geneva, FL | 2018-2019
  - Redesigned company's web page to a more modern and cleaner look
  - Maintained the website's blog, proofread submissions, and add/update images

## VOLUNTEER

- Graphic Designer** **Jacksonville FRG** | Jacksonville, FL | 2015-2016
- The Family Readiness Group, a military family unit, is devoted to achieving social and military goals. My duties included:
- Updating the social media account
  - Collaborated with the group's leader to promote special events
  - Created posters, banners, and social media graphics for promotional events

## CONTACT




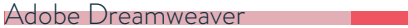





email: [loudkreative@gmail.com](mailto:loudkreative@gmail.com)  
portfolio: [www.loudkreative.me](http://www.loudkreative.me)  
mobile: 904.703.0925

## EDUCATION

BFA - Visual Communications  
American InterContinental  
University  
Schaumburg, IL | 2010-2013

Certificate of Photography  
Photo Art Studio  
Ontario, BC | Fall 2014

## HARD SKILLS

Adobe InDesign   
Adobe Illustrator   
Adobe Photoshop   
Adobe Dreamweaver   
After Effects   
Microsoft Office   
HTML/CSS   
Wordpress/PHP   
Email Marketing 

## SOFT SKILLS

Communication | Teamwork  
Adaptability | Problem-Solving  
Creativity | Work Ethic  
Interpersonal Skills | Time  
Management | Attention to Details

## REFERENCES

*Randy & Ginger Clark* | Owners  
Olde World Walls & Ceilings  
407-349-3600  
[punchyusmc@aol.com](mailto:punchyusmc@aol.com)

*Taylor Craver* | CEO  
Calico International  
[calicoculture@gmail.com](mailto:calicoculture@gmail.com)