

CARTER TILMAN

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EXPERIENCE:

Franklin Street

Digital Strategist + UX/UI Design Lead // January 2015 - Present

- » Served as the user experience design lead and strategist for all digital projects in the company
- » Met with clients to set expectations to define scope, and to work collaborative to problem solve
- » Helped to formulate a complete web development process that could be packaged and sold as a product
- » Maintained and created web developer and digital partnerships for the company
- » Designed marketing automation workflow systems for custom digital campaigns

Designer // November 2011 - December 2014

- » Assisted the business transition through a complete re-brand which gave a niche angle to position the company
- » Helped to lead in conversion based web projects that dramatically increased authorization budgets from clients
- » Integral part of the creative team, that helped the company achieve it's highest two revenue grossing fiscal years
- » Supported in bringing big portions of motion graphics work in-house to help increase revenue on video projects
- » Assisted in print campaigns, collateral designs, web banner projects, as well as photo and video shoots
- » Participated in conceptual thinking for campaigns, strategic planning for web projects and storyboarding for videos

Richmond Ad Club

Designer + Board Member // May 2011 - May 2013

- » Assisted this non-profit organization in overcoming a poor financial situation to having a healthy financial outlook
- » Led the design and development initiative to launch a new website for the club
- » Streamlined communication efforts by creating email templates that helped to increase active memberships
- » Helped to initiate the speaker series events and develop mentorship programs that increased the value of memberships
- » Designed multiple emails, print materials and various other promotional pieces for non-profit events

Celerity at Capital One

Content Editor // June 2011 - November 2011

- » Participated in a content migration project for the first responsive website for a top 10 bank in America

Eastwood Media

Interactive Designer (freelance) // February 2011 - July 2011

- » Developed rich media projects that were focused on user interaction

Neathawk Dubuque & Packett

Creative Intern // February 2010 - February 2011

- » Worked directly with a creative director to develop print and web designs for client and internal projects

WestView Companies

Graphic Designer // February 2008 - June 2011

- » Helped to guide this small business through an economic downturn that resulted in profitable years and revenue growth
 - » Assisted in meeting with clients to set expectations and to discuss signage communication strategies
 - » Met with vendors and maintained relationships to help facilitate project expectations and scheduling
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EDUCATION:

Virginia Commonwealth University

Bachelor's in Mass Communication // Creative Advertising

ECPI College of Technology

Associate's in Computer and Information Science // Web Development