



Hi,
I'm Whitney.

Senior Digital Designer

Specializing in brand, eCommerce, and digital experiences

Senior Digital Designer with 10+ years of experience creating performance-driven digital experiences across web, eCommerce, and marketing channels

Specialties

- ★ DIGITAL
- ★ ECOMMERCE
- ★ UX/UI
- ★ BRAND SYSTEMS
- ★ CONVERSION
- ★ RESPONSIVE WEB
- ★ CAMPAIGNS
- ★ TYPOGRAPHY
- ★ COLLABORATION
- ★ FRONT-END

Skills

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Platforms: WordPress, Shopify, BigCommerce, Magento, OpenCart
Coding: Front-End development: HTML, CSS, Bootstrap
Leadership: Project Management, Mentorship, Process Ownership
Cross-Collaboration: Partner with marketing, development, and leadership teams to deliver brand-aligned digital experiences tied to business goals

Experience

2016-present

Senior Designer & Creative Director Blayzer Digital

Lead the creative process for designing websites and brand identities across a diverse range of clients, translating business goals into polished, on-brand digital experiences

KEY RESPONSIBILITIES:

- Client Collaboration:** Conceptualize and co-create branding, websites, and digital experiences with clients and clients and cross-functional teams
- Design & Front-End Development:** Lead website design from concept through launch, executing across WordPress, Shopify, Shopware, and BigCommerce using HTML and CSS
- Website Optimization:** Test and refine designs to ensure seamless UX and maintain consistency across all web projects
- Brand & Design Standards:** Establish guidelines and ensure consistency across all digital touchpoints
- Content & Functionality:** Implement designs across CMS platforms and integrate UI/UX features
- Design Communication:** Present ideas using wireframes, site maps, and user flows.
- **Page & Layout Design:** Craft pages with cohesive color, typography, and layout

2012-2016

Web Designer & Developer RESPONSE! Targeted Marketing

Designer & Social Media Manager Molly's In Soulard

Lead Graphic Designer Eat Local

Education

2012

- BFA Graphic Design & Digital Art
Southeast Missouri State University**
- Summa cum laude
 - Dean's list
 - Purchase Awards
 - "Role Models?" Exhibit
 - "Dissection" Art Show
 - Annual Juried Student Exhibition

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