



# Skyler Adams Haines

UX DESIGNER / CREATIVE STRATEGIST / PHOTOGRAPHER

 SkyHaiDesign@gmail.com

 (360)610-9478

 Ormond Beach, FL

 www.SkylerHaines.com

## ABOUT SKYLER

Leveraging an education in Business Leadership & Management paired with Visual Communications, Skyler uniquely understands the many needs of a business & uses those skills to implement effective & on-brand user experiences that not only look nice, but generate strategy driven results. With an expansive background spanning 10+ years partnering with both corporate & private companies, Skyler has created content for recognizable brands including: Gucci, Guess, Michael Kors, Nordstrom, Carnival Cruise Lines & more! With a career focus on User Experience (UX) Design including creating websites, landing pages, user flows/journeys, storyboards & site maps, Skyler also has experience in print media, social marketing & producing live company events & national tradeshow.

## RECOMMENDATIONS

"Skyler has the uncanny ability to transform a strategy & vision into actionable plans while simultaneously managing multiple projects at once. He communicates clear priorities with key stakeholders & collaborators, a true professional & pleasure to work with."

**Arelene St. Louise, 2020**  
Marketing Manager T&A Supply Co.

"Skyler is a clear & effective communicator. His skills in graphic design are fresh & ahead of the curve."

**Anthony Morrow, 2015**  
Creative Director, Freelance Client

## EDUCATION

### Bachelors Degree

Business Leadership & Management  
Visual Communications  
Trinity Lutheran College | 2008-12

### Advanced Studies

Illustration & Marketing Design  
Seattle School of Visual Concepts | 2017

## CERTIFICATIONS

Digital Marketing  
Inbound Marketing  
Inbound Sales  
Email Marketing  
Contextual Marketing  
Growth Driven Design  
CMS for Marketers  
SEO

## LATEST PROFESSIONAL EXPERIENCE

- 2021 - Current  
**Digital UX Designer**  
Kuno Creative Agency
  - Deliver effective, aesthetic, on-brand & on-strategy user experience focused design for client websites, interactive content, promotional & social media marketing
  - Lead client meetings & brand strategy initiatives
  - Implemented a demand generation campaign including design deliverables (ppc, landing pages) that generated a 46.1% increase in new web traffic to client site
- 2019 - 20  
**Visual Designer**  
T&A Supply Co.
  - Oversee, advise & implement cohesive brand experiences between 6 business lines, design visual marketing collateral including websites, print & digital content
  - Implemented multi-media marketing channel which directly influenced lead generation of over 24%
  - Curated brand guides, logos, website wireframes, marketing collateral & SEO strategy to introduce & launch brand new business line into the marketplace
- 2016 - 2019  
**Graphic Designer & Director of Photography**  
Lantern Press
  - Lead the visual marketing objectives for on-demand design production including website design, photography, illustration, catalog development & trade show strategy
  - Researched, produced and implemented automation systems (utilizing AWS) enabling an over 85% increase in efficiencies resulting in record revenue generation
  - Oversaw all photo & marketing deliverables from team
  - Implemented full-scale in-house photo studio reducing external photo related expenses by 100%
- 2012 - Current  
*View an entire timeline of experience on LinkedIn including Editorial Home Page Designer for Zulily.com, QVC & an extensive history partnering with dozens of companies, start-ups & non-profit organizations as a Freelance Designer: [www.Linkedin.com/SkylerHaines](http://www.Linkedin.com/SkylerHaines)*