

# Skyler Adams Haines

UX DESIGNER / CREATIVE STRATEGIST / PHOTOGRAPHER



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Dear Future Employer,

My name is Skyler, I'm a UX Designer, Creative Strategist and Photographer. I'm highly interested in pursuing this opportunity at your company and want to share a little about why I'd be a great fit for your team.

Leveraging an education in Business Leadership and Management paired with Visual Communications, I uniquely understand many business complexities, obstacles and goals. I use that knowledge to implement effective and on-brand user experiences in my creative work that not only look nice, but generate strategy driven results. With an expansive background partnering with both corporate and private companies, I've created content for recognizable brands including: Gucci, Guess, Michael Kors, Nordstrom, Carnival Cruise Lines and many more! With a career focus on User Experience (UX) Design including creating websites, landing pages, user flows/ journeys, storyboards and site maps, I also have vast experience in print media, social and paid (banner ads/pay per click) marketing and producing live company events and tradeshow.

My passion lives in exceeding expectations. As Henry Ford once said, "Mediocrity is the worst enemy of prosperity." I believe that hard work, dedication and most importantly; communication, generates results. I thrive in a team environment, but can work effectively solo. I seek opportunity for improvement, not only personally, but with work flows, processes, and especially in final deliverables. In my past I've made lasting impacts on process improvements including implementing automation systems that improved production time for a previous employer (Lantern Press) by over 85% which was directly associated with a record growth in revenue. I am driven, motivated, and experienced with over 10 years in the creative industry having worked in an agency environment (Kuno Creative) serving a multitude of clients on any given day, to a corporate e-commerce giant (Zulily.com and QVC Network) where I was part of a team that curated a brand new website homepage shopping experience every 24 hours. I've got certifications in digital and inbound marketing, SEO, email marketing, growth driven design, contextual marketing and more. I've been awarded numerous company excellence awards for my dedication and outside-the-box thinking and I'm ready to bring that passion to this next step in my career at your company.

I look forward to a conversation where we can dive deeper into my experience, background and skills and how they could be an asset to your business in this role. Thank you for your time.

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

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

"Skyler has a strong visual and design sense, with the skills and competencies to bring a project to life. He is a clear and effective communicator. His skills in graphic design are fresh and ahead of the curve."

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