



# Skyler Adams Haines

UX DESIGNER / CREATIVE STRATEGIST / PHOTOGRAPHER

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 Ormond Beach, FL

 www.SkylerHaines.com

## ABOUT SKYLER

As an experienced UX Designer with an education in Business Management paired with Visual Communications, I have a proven track record of designing effective & on-brand user experiences that drive results through strategy-driven optimization. With over 12 years of experience adapting to both corporate & private companies of various sizes, I have curated content for reputable brands including Gucci, Zulily, & Nordstrom, among others. My career focus is on dynamic UX Design, encompassing website & landing page creation, user journeys & flows, site mapping, & prototyping. I also bring a wealth of visual design experience in print media, social marketing, producing trade shows, & developing comprehensive information architecture.

## 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 for 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 high-impact UX design for websites, interactive content, marketing materials & social media, aligned with clients' brand and strategy
  - Lead client meetings & brand strategy initiatives
  - Record campaign design deliverables (ppc & landing pages) generated a 46.1% increase in new web traffic to client site, 375,000 views, & 310 new leads in 2 months
- 2019 - 20  
**Visual Designer**  
T&A Supply Co.
  - Provide expert oversight, advice & implementation of cohesive brand experiences & marketing initiatives across six diverse business lines
  - Successfully implemented multi-channel marketing strategy resulting in a 24% increase in lead generation
  - Developed brand guidelines, logos, website wireframes, marketing materials, and SEO strategy to launch new business line successfully in the market
- 2016 - 2019  
**Graphic Designer & Director of Photography**  
Lantern Press
  - Spearheaded visual marketing initiatives encompassing a website re-design, photography, creative illustration, catalog development, and trade show strategy
  - Implemented automation systems using AWS, resulting in an over 85% increase in efficiency & record revenue generation
  - Oversaw all photo & marketing deliverables from team
  - Implemented and managed a fully-functional in-house photo studio, resulting in a complete elimination of external photo-related expenses
- 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)*