

MARGOT FLYNN

margotflynn.com | 303-717-1548 | margotjeanf@gmail.com

QUALIFICATIONS PROFILE

Highly creative and multi-talented Brand & Print Designer, Marketing Specialist, UI/UX Designer, Front-End Developer and Art Director. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication skills. Innovative creator of comprehensive rebranding and marketing strategies. Passionate about creating efficient and well-designed products and websites. Accustomed to working within deadline-driven team environments with skills in leadership and project management. Experience in:

PRINT

Branding
Print Marketing
Publication Design
Illustration
Packaging Design

WEB & MULTIMEDIA

Web Design & Development
UI/UX Design
Email Design
Social Media Marketing
Digital Design & Advertising
Search Engine Optimization

PROGRAMMING

Prototyping
Javascript Development
jQuery Development
HTML/CSS
ReactJS
MithrilJS

EXPERIENCE

DENEVA TECHNOLOGIES

Associate Art Director | Lead UI/UX

- Oversaw the complete redesign and rebranding of a multi-million dollar e-Commerce brand.
- Conducted user and market research.
- Developed comprehensive site wireframes, mockups and prototypes.
- Hands on conceptualization and maintenance of brand guidelines to ensure brand consistency and voice.
- Managed and mentored a team of designers through the implementation of SCRUM processes, time management systems and best-in-class training techniques.
- Directed and shot product and web asset photoshoots; oversaw the editing and completion of photo assets.
- Led front-end development, from markup to Javascript implementations, for a wide variety of projects.
- Directed the creation of thousands of digital ads and email communications for e-commerce brands.
- Spearheaded internal initiatives to improve company culture including task management processes, activities committee, kudos channel and monthly team meetings.
- Performed ongoing competitor review ensuring best-in-class design, marketing and web experience.
- Worked within an actively deadline-driven environment while maintaining established budget and resources.

DENEVA TECHNOLOGIES

Graphic & Web Designer | Front-End Developer

Lowe's Custom Blinds & Shades Store

- Designed complete mockups and prototypes for full site.
- Created web graphics for all pages, sales, menus and advertisements.
- Developed front-end components of site using JS, JQuery, HTML and CSS.
- Fully designed and developed interactive and robust inspiration library and pages.
- Illustrated over 400 drawings of product components for configurator.
- Created packaging designs for Lowe's samples packs, mailed directly to consumers.

Additional Projects

- Created complete siteflows for BlindSaver.com and ThermaTru microsite.
- Developed and designed custom sales graphics and emails for BlindSaver.com.
- Improved internal CMS system for Deneva Technologies.

FLYNN DESIGN CO.

Designer | Developer | Owner

- Created comprehensive brand strategy across web, social media, print, and email for Purusha Yoga.
- Designed logos, branding materials and print advertisements for USC Marshall and affiliate organizations.
- Developed and designed a website and online portfolio for San Francisco designer Rachel Beth Egenhoefer.
- Produced millennial-focused print and digital marketing collateral & strategy for American Sentinel University.
- Spearheaded the redevelopment and redesign of American Sentinel University website and web portal.
- Made digital marketing and email campaign for BingeReport.

UNIVERSITY OF SAN FRANCISCO

Web, Design & Social Media Intern

- Successfully developed hundreds of print, web, social media and emails.
- Quadrupled social media followership and engagement through development of strategic social media presence and analysis processes for the Office of Undergraduate Admission on Instagram, Facebook, Twitter, Tumblr and Snapchat.
- Led training initiatives and managed small team projects.
- Improved and implemented email communication and web-based marketing plans.
- Streamlined communication targeting with complex filtering and management of client database systems.
- Improved and implemented search engine optimization techniques.

EDUCATION

UNIVERSITY OF SAN FRANCISCO

Bachelor of Science - Computer Science | Bachelor of Arts - Design