Jacqueline M. Evans

Visual Artist

www.artstreetdesign.com

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Experience

1996 – now: Freelance Designer (DBA Art Street Design) working on diverse projects within many industries, freelance and with teams. Highly adept at using provided resources and working independently. Vast experience in both graphic design structure, and integration into technology driven interfaces.

Recent Work

Social Media, Online Branding, App UX

Responsible for re-branding social media, online and mobile presence, including;

- Social Media Branding & Marketing
- Complete Web Site redesign driving users to online ordering to increase sales
- Mobile App UI redesign
- Print media design associated with online, mobile and social media outlets
- Interactive marketing materials; banner ads, landing pages and electronic billboards
- Tracking all outlets using Mobile and Google analytics and Hootsuite for social media.

Recent Work

Concept, Branding & ecommerce

Conceptualized, designed and developed e-commerce website & content, including;

- Created entire catalog of product images (Photoshop work & Product Photography)
- ID & Branding Design, print and online
- Product hierarchy and categorization
- e-Commerce installation and customization
- SSL integration
- Shipping & Fulfillment
- email Marketing, Custom Landing Pages

Recent Work

New Product ID & Marketing Materials

Responsible for branding new product, including;

- ID & B2B branding & design, Logo Usage Guides
- Re-branding of existing ID and collateral materials for parent company.
- Video production, photography, graphics, sound and editing.
- Trade show exhibits POP display
- Industry targeted printed materials including white papers
- Designed & Developed all ID print materials

About

A no-nonsense approach with the ability to design for the average user, offering a positive experience, and ultimately conversions for the client.

- Outstanding computer skills
- Committed to constantly learning new technology
- Excellent creative problem solver
- Effective communicator
- Resourceful, innovative and entrepreneurial
- Ability to use multiple tech tools to deliver final results

Software Skill Set

Adobe CC:
Photoshop
Illustrator
InDesign
Lightroom
Dreamweaver
Acrobat Pro

Video & Audio:
Final Cut Pro
After Effects
Garage Band

Web:
HTML 5 / CSS 4
SQL, Linux; WHM & CPanel
FTP client, hand-coding
Wordpress; database set-up, WP installation, complete theme customization.
e-Commerce plugin installation, product set up, unique customer pages, shipping & fulfillment.

Mobile:
UX, App screen design and development, in App navigation, Push notification, Mobile web sites, User analytics, Trends, Growth