

Illustration and Design

Detailed Visual Solutions, Transformative Marketing Content, and Executive Level Collaboration

Illustration and Design: <https://design.cartysewill.com>

Traditional Art: <https://portfolio.cartysewill.com>

Blog: <https://cartysewill.com>

Summary of Qualifications

- **Versatile Content Creator** who works with different mediums including digital and physical to create unique visual identities, user interfaces, brand designs, social content, and illustrations.
- **Diplomatic Collaborator** who collaborates with engineers and product managers to ensure seamless hand-off of designs and assets for development while communicating with C-level executives.
- **Efficient and Organized Illustrator** who designs multi-platform digital communications that scale globally.

Areas of Expertise

Technical Skills: Adobe Illustrator | Adobe Photoshop | Adobe XD | Adobe Acrobat | Adobe InDesign | Autodesk 3D Studios Max | Blender | HTML | CSS | Wordpress | WooCommerce | Canva | Elementor | Figma

Interpersonal Skills: Team Collaboration | Team Leadership | C-Level Communication | Cross-Functional Communication | Negotiation | Adaptability | Empathetic | Organized | Problem Solving

Professional Experience

Graphic Designer - Remote Salaried

London Trust Media

Denver, CO

January 2018 - September 2019

Produced illustrations, marketing materials, icons, user flows, social content, and copy for Private Internet Access and its associated apps.

Design Process:

- Collaborated with CMO to develop an in-depth strategy to increase Private Internet Access' brand awareness utilizing the company's well-established identity to design original illustrated content for social media and advertising to garner attention globally
- Edited existing identities and created new brands, such as Private Business Network, within the framework of London Trust Media's established aesthetic
- Created vector illustrations and color scheme conversions to edit and revise Private Internet Access' application User Interface (UI) to increase subscription rates
- Designed Facebook, Instagram, and Twitter banner advertisements for websites including Wired and PCMag.com to drive awareness leading to an increase in visitors from advertisement clicks
- Created on-brand collateral for all in-person events held by Private Internet Access

Team Leadership and Collaboration:

- Reported daily to the Chief Marketing Officer to ensure alignment of goals and expectations
- Communicated with CMO, CFO, and CEO to discuss specific marketing plans and aesthetics for all London Trust Media subsidiaries and develop an informed design based on their insights

- Reported daily to the Chief Marketing Officer to ensure alignment of goals and expectations
- Communicated with CMO, CFO, and CEO to discuss specific marketing plans and aesthetics for all London Trust Media subsidiaries and develop an informed design based on their insights
- Negotiated color palette, purpose, and goal of each design with the CMO and delivered thumbnails for approval to the CEO inline with the brand's content strategy and guidelines
- Managed two direct reports that worked on designs approved by the CMO and CEO; collaborated on mockups together to create a culture of teamwork and team engagement
- Collaborated with Blockexplorer's Editor to create a theme for weekly editorials and corresponding illustrations

Graphic Designer/Media Director - Remote Contract Shells

Los Angeles, CA

April 2020 - Present

Designed and illustrated style guidelines, user flows, branding materials, website and application prototypes, social content, and original assets.

- Collaborated with the CEO, COO, and VP of Operations to create the branding guidelines, marketing designs, illustrations, user flows, and prototypes utilizing their specific vision and insights
- Created more than 90 original vector illustrations for the Shells' homepage, landing pages, socials, promotional materials, and printed materials
- Collaborated with Product Manager to prototype and edit Shells' browser, desktop, and mobile UI
- Worked with Bellator MMA to create collaborative Shells' promotional content for fighters social media accounts

Graphic Designer - Contract

Red Triangle Oil

Fresno, CA

August 2020 - November 2020

Tasked with updating companies various brands to industry standards for use on promotional materials and web.

- Updated and Revised Shop - N - Go, Red Triangle Oil, and Bad Bud's branding
- Designed infographics and illustrated assets for in-store Covid-19 guideline stickers and printed materials
- Painted 150+ square feet mural on location for business promotion and advertisement
- Created Red Triangle Oil Woocommerce order-form website to optimize efficiency of local pick-up orders

Illustrator - Remote Contract

Fortress.ai

San Diego, CA

November 2020 - November 2020

- Collaborated with the company owner to discuss several different aesthetics for social media illustrations
- Illustrated eight original works for Fortress-AI social media streams

Brand Designer and Illustrator - Remote Contract

Imperial Family Companies

Los Angeles, CA

May 2020 - June 2020

- Designed illustration assets with the Handshake Protocol lead developer for the Handshake network and DNS.live
- Created and delivered vector assets for LetsTOC's visual identity

Brand Designer - Remote Contract

Vespasian Group

New York, NY

September 2017 - December 2017

- Distilled company executives' aesthetic desires into clear identity concepts for delivery of branding and identity in multiple formats for use on company collateral

Traditional Artist and Freelance Designer

Self-Employed

Brooklyn, NY

February 2012 - Present

- Sold, documented, and shipped over 500 original works of art and organically cultivated a tumblr following of over 80,000 users
- Produced traditional art installations for four Brooklyn small businesses: Threes Brewery, People's Pop, Delaney Barbecue, and Heartbeet Juicery
- Illustrated covers and editorials for the Portland Mercury, Linux Journal, and Seattle Met in their printed and digital mediums
- Designed and maintained multiple HTML5, WordPress, and WooCommerce drop-shipping websites
- Created and delivered original branding and promotional assets for Wownero, Threes Brewery, Draw.FM, Miner Cartel, Kovri, Voat.co, Rally America, and Beyond Building

Education

Bachelor of Arts in Philosophy, San Jose State University, San Jose, CA
2012