EMAIL: designs@carrieepperly.com
ONLINE PORTFOLIO: carrieepperly.com
CELL: 503.930.8215

CARRIEEPPERLY
WEB & GRAPHIC DESIGNER

OBJECTIVE

To utilize my previous contractual work experience and my education in print and website design to create comprehensive design solutions for my Vegas Valley employer.

EXPERIENCE

- Designed logo, business card, letterhead and fax sheet for Blue Trout Gallery using Adobe Creative Suite
- Created postcards for the grand opening which brought in over 400 locals to the event
- Designed new logo, business card and menus for Underground Coffee House
- Created branded merchandise that sold out in two and a half weeks bringing in $8500 in profit
- Utilized existing logo to create business card, letterhead and fax sheet for Donna Bonn Designs
- Designed the company's most popular and best-selling line of shirts, the "Taylor Collection"
- Set up lighting and backdrop for photo shoot and produced high quality product photos
- Developed an e-commerce website, utilizing Paypal shopping cart to enable clothing sales
- Created facebook fan page to develop an engaged customer base
- Created Wordpress blog site for the company to expand on social media efforts
- Designed and produced land sales brochures for Radius Management
- Created sales tracker for projector display at land auctions so auctioneers can see upcoming and previously sold parcels
- Updated website design for existing land auction company, Auction Acres
- Created logo and website layout for a new "clearance" land sales company, Land Sell-Off
- Manipulated product photography to entice potential clients and investors
- Designed new logo and website layout for existing land sales company, Land Central, which increased sales by 500%

- Designed logo, business card, letterhead, fax sheet and Smart Car vehicle wrap for a B2B company Synergy Management
- Conceptualized company names and logo options for a new land investment company
- Utilized a focus group to provide feedback on name choices and logo options
- Designed final logo, letterhead and business cards for the chosen name—Reliant land Investments
- Designed new logo and website for Women in Film Las Vegas
- Used Drupal CMS to update and manage website content at The Palms Casino Resort
- Converted large-scale CMYK print artwork to small-scale RGB web images
- Designed custom landing pages with Google Analytics integration, giving the ability to track ad campaign performance
- Modified Drupal include files as needed to ensure cross-browser compatibility
- Created launch button and welcome screen for the Palms mobile app
- Collaborated with a large team in the development of the new palms.com which was created in Wordpress
- Designed flyers and large posters for The Art Institute of Las Vegas using Adobe Creative Suite
- Created electronic invitations using Flash, Actionscript 3, HTML, CSS and PHP to optimize delivery
- Converted CMYK posters into RGB motion graphics
- Created business forms using Adobe Acrobat form builders and utilized online data collection software to quantify results
- Consulted with customers to create cohesive kitchen and bath designs at The Home Depot
- Created detailed layouts using 20/20 software
- Fabricated custom paper and styrofoam signage within the store to promote regional campaigns

EDUCATION

- B.A., Graphic Design: George Fox University, Newberg OR
- B.S., Web Design & Interactive Media: The Art Institute of Las Vegas, Henderson NV

SOFTWARE/PLATFORMS

- Drupal
- Joomla
- Wordpress
- HTML
- CSS
- Javascript
- JQuery
- PHP
- MySQL
- Actionscript 3
- Flash

- Dreamweaver
- Illustrator
- Photoshop
- InDesign
- After Effects
- 20/20
- Acrobat Form Builder
- Word
- PowerPoint
- Excel
- Mac/PC proficient

SKILLS

- Website design and functionality
- Logo design
- Magazine/newsletter layout
- Email templates
- User Centered Design
- Email blasts
- Content Management Systems
- Mobile application design

- Product packaging
- Print production
- Typography
- File/layer naming conventions
- File formatting/resizing
- CMYK – RGB conversion
- Paper selection
- Business form creation