

SENIOR DESIGNER

Hello, I'm Nate Evans.

A future focused senior designer – bridging the gap between great ideas and exceptional execution. Focused on implementing the best creative strategy. Building upon brand identities with precise and communicative design. Backed with certified skills in the Adobe Creative Suite; including Photoshop, InDesign, and Illustrator.

Experience

TARGA MEDIA - SALT LAKE CITY, UTAH

APR 2022 - CURRENT

SENIOR GRAPHIC DESIGNER

- Produced design collateral across a variety of formats, platforms and environments including logos, visual identities, emails, advertisements, presentations, and social media; catering to the marketing teams of companies such as Logitech, Zoom, and Dell.
- Worked in small but impactful design agency producing 400+ projects utilizing expert knowledge of design through Wordpress, HTML, Figma, and Adobe Creative Suite.
- Created imitable design and technology processes for accelerated growth regarding the onboarding, training, and continuous guidance of new designers
- Oversaw the building of design discipline for a team of three graphic designers.

RECYCLOPS - SALT LAKE CITY, UTAH

DEC 2020 - MAR 2022

LEAD USER INTERFACE DESIGNER

- Led online design vision and helped set product direction – centering user experience around conversion. Resulting in the exit rate dropping by 18.7% over 3 months.
- Utilized design to creatively collaborate and solve problems for other departments (operations, development, marketing, sales, and customer experience)
- Headed pricing increase, strategy and design – resulting in 37% of customers switching from a monthly to an annual subscription with no negative effect to sign up rates.
- Identified user experience problems through Hubspot, Hotjar, and Google Analytics and translated them into actionable items.

MYSTIQUE DINING - WEST JORDON, UTAH

NOV 2019 - AUG 2020

DESIGN SPECIALIST

- Redesigned and established a new visual brand identity to unify company messages and ensure freelancers and vendors represent the brand properly.
- Through digital, experiential, motion graphic and print campaigns generated +\$200,000 in revenue for markets across California and Utah.

J-MART PRINTING - SPANISH FORK, UTAH

NOV 2018 - NOV 2019

GRAPHIC DESIGNER

- Produced up to 20 print design projects per shift utilizing die-lines, color theory, and printing processes to create packaging, signage, cut vinyl, brochures, and vehicle wraps.
- Built relationships and communicated with clients regularly – ensuring questions and concerns were addressed promptly and accurately as they arose.

CYPRUS GRAPHICS - MAGNA, UTAH - (PART-TIME)

AUG 2016 - MAY 2018

JUNIOR GRAPHIC DESIGNER

- Proactively executed print design projects with assistance from art director.

CONTACT

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www.inf8design.com

EDUCATION

2015-2018 | HONORS SOCIETY

A.A. Visual Communication

Salt Lake Community College

CERTIFICATIONS

Adobe Certified Expert

Adobe Inc.

Google Analytics Certification

Google

INDUSTRY KNOWLEDGE

- Branding and Identity
- Creative Strategy
- Illustration
- Creative Ideation
- Typography
- Ux/UI Design
- Marketing and Advertising

View my portfolio at inf8design.com

