

Mobile: 352.283.2180

Arthur.Edwards321@gmail.com

Experience 2020-2023 **Newfold Digital (Formally Web.com) (Jacksonville, FL)**Visual Designer

Created designs for customer-facing websites with Figma and Adobe Experience Manager. Designed marketing campaigns for the seven major brands associated with Newfold. These campaigns consisted of social media and direct-to-consumer ads. Made original animations to support major promotions and products to consumers. Coded emails in HTML, CSS, and PHP to make a clear call to action to produce sales.

2018-2020 Florida Blue (Jacksonville, FL)

Visual Designer

The visual designs I created assisted the success of multiple web applications for the five million Florida Blue members. Used the wireframes provided to produce native app design, responsive web design, and create high-fidelity mockups. On several occasions, I did front-end development and worked on the SASS settings files for the 26 clients of Florida Blue. This process included Git branching and version control. Notable projects include the corporate website redesign and Billing Application.

2017-2018 Fidelity Information Services (Jacksonville, FL)

Visual Designer

Worked with the Digital Marketing team to increase the user experience of internal and external applications. Collaborated with different teams to create digital UI kits, user personas, and high-fidelity digital designs.

2017 Guidewell Connect (Jacksonville, FL)

5 months Visual Designer

Responsible for developing visual designs, and user personas for a healthcare application. This application compiled data from seven different backend sources for representatives to be better healthcare advocates.

2016-2017 Florida Blue (Jacksonville, FL)

Visual Designer

Created the visual design for multiple web applications that increased client acquisition by more than 100,000 users. Developed concepts with team members to produce a contemporary web experience for target users. Managed various projects in an agile work environment to

meet deadlines.

2014-2015 W3 Americas (Jacksonville, FL)

Visual UX Designer

Produced user experience design with the UX design team that consisted of managing maintenance updates to the website. These updates consisted of banner designs, landing pages, responsive design, and following style guidelines synonymous with the brand.

Education 2005-2009 Savannah College of Art and Design B.F.A. in Painting

2010-2012 Savannah College of Art and Design in Graphic Design Credit Hours



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Proficient Adobe XD

Figma

Sketch

Adobe Illustrator Adobe Photoshop Adobe InDesign

High-Fidelity Mockups Responsive Web Design

Design Systems
Bootstrap 5
Google Drive
Zoom
Drawing
Painting
Sketching

Efficient HTML

CSS

SASS/SCSS React JS Wireframes Microsoft Office Microsoft Powerpoint Foundation Zurb Git Version Control Adobe After Effects Adobe Premiere Pro

Working Knowledge Photography

Javascript

Adobe Lightroom

Node Package Manager

Certifications HTML at W3 Schools

CSS at W3 Schools