

CREATIVE & INNOVATIVE GRAPHIC DESIGNER

Anthony has a diverse creative background including brand development, graphic design, web design, UX/UI design. During his 14 year career he has been fortunate enough to lend his talents to establish brands, companies, and new entrepreneurs. He has had the pleasure of designing for a wide range of industries such as telecommunication, automotive, non profits, churches, wellness and nutrition, healthcare, government initiatives, and many more . In recent endeavors, Anthony has been focused on intentional branding, UX/UI design for web-based tools and mobile apps, and leading a talented team of designers. 7+ years of experience includes web design that utilizes a combination of CMS tools such as WordPress, coupled with coding using HTML and CSS. These tools have provided him with insight into the development space, allowing him to work seamlessly with developers. Anthony is a hard worker and actively pursues new skills and challenges in his work and personal development.

WORK EXPERIENCE

VOICENATION | DULUTH, GA

Head of Creative 2019-2021

- Provided creative leadership and hands-on design direction to creatives across various projects and mediums, driving the development of the brand and stories using innovative creative design
- Led the development, production, and publication of digital and print creative assets for the Sales team, Corporate Marketing, Event Marketing, Partner Marketing, and Product Marketing
- Independently executed a variety of design projects including web pages, e-books/ documents, infographics, digital banners for paid and social, in addition to physical events and cross-functional corporate projects
- Managed third-party design resources and collaborate on outsourced project assignments
- Managed project curation and version control of completed files (digital asset management)
- Provided project status reports regularly and present work summaries when requested
- Managed brand presentation and UX/UI design across web portals and mobile apps using engaging and thoughtful design
- Create brand consistency by creating templates for company use, including datasheets, guides, PowerPoint and Word documents
- Manage project curation and version control of completed files (digital asset management)
- Provide project status reports regularly and present work summaries when requested
- Manage brand presentation and UX/UI design across web portals and mobile apps using engaging and thoughtful design

ANTHONY CAVINS

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SOFTWARE

Development Languages:

Front end: HTML5, CSS3

Software:

Microsoft Office: Word, PowerPoint, Excel, Adobe Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver, Premier Pro, Adobe XD, Sketch, Figma

Operating Systems:

Macintosh (Linux), Windows

Web tools:

MailChimp, Visme, Mautic, Wordpress, Shopify, Squarespace, Jira

EDUCATION

- University of Alabama in Huntsville | 2004-2008
- Major: Studio Art - Graphic Design Focus
- Minor: Art History

Sr. Graphic Designer 2017-2019

- Company photographer and video editing for use on website, brand development, promotional ads and assist in capturing company culture
- Researched trends and customer feedback to dial in brand focus with the CX Team.
- Worked with outside vendors to produce quality products worthy of the brand.
- Managed ad design for Google, Facebook, and other social networks
- Led visual brand management and drive consistency across all media.
- Wireframed and designed landing pages with the goal of converting more leads.
- Progressively enhanced existing sites to better user experience.
- Designed email campaigns within established branding standards.
- Led user interface design and UX research for new products.
- Designed email templates using HTML, MailChimp, and Mautic to improve client retention
- WordPress web design focused on converting leads through UI, SEO optimization, site speed improvement, and good design practices.
- Led visual brand management and drive consistency across all media.

MAGNUM CONTACT | ATLANTA, GA | JAN. 2017 – SEPT. 2017

Brand Development, Web design

- Designed email templates focused on audience engagement for multiple car dealerships
- Led web development of 8+ new clients and internal initiatives for used car dealerships
- Established creative WordPress designs for the automotive industry websites
- Designed web ads for brand recognition and event promotion
- Created graphics for standout presentations at trade shows
- Established media kit and print development for the brand
- Focused on improving Search Engine Optimization (SEO) for websites and landing pages.

ALABAMA BICENTENNIAL COMMISSION | SEPT. 2015 - JAN. 2017

Graphic & Web Design

- Maintained server administration, hosting configuration, and content management (CMS) tools.
- Created UX/UI design for web portals focused on ease of access and efficient design
- Designed 3 unique websites with different brand guidelines and target markets across the state
- Designed logos and brand guidelines for new web projects and departments
- Created and designed promotional materials including postcards, greeting cards, rack cards, posters, street signs, billboards, calendars, t shirt design
- Established and designed a newsletter campaign to engage a wide audience across demographics



INTERWEAVE TECHNOLOGIES | HUNTSVILLE, AL | AUG. 2010 - SEPT. 2015

Web Design and Development, SEO - 2014-2015

- Managed customer inquiries and support tickets and documented end-user requirements
- Managed Search Engine Optimization (SEO) implementation for new sites
- Conducted UI/UX design and testing of company website
- Created custom web and print graphics for 10+ clients across various industries
- Customized web development including design, testing, and implementation.
- Developed custom integration solutions with social media tools.

Graphic Design, Social Media Admin - 2010-2014

- Created ad campaigns including, web banners, Flash commercials, short videos
- Designed social campaigns, tested, and analyzed on Twitter, Facebook, and Instagram.
- Managed 7+ web projects using Wordpress, and Adobe Business Catalyst
- Designed front end websites using CSS, HTML
- Created branding materials including logos, stationery suites, and promotional materials.
- Developed website by gathering customer requirements, coding, and creating web graphics

NEARME NETWORKS SEPTEMBER | HUNTSVILLE, AL | 2007-2010

Graphic & Web Design

- Customized and designed front end websites
- Focused on branding and logo design for political campaigns and other clients
- Designed promo materials including social media, business cards, stationery, and flyers
- Conducted a custom billboard design
- Created web templates for a custom web content management tool

ALIENMUFFIN.COM (FREELANCE) | 2006 - PRESENT

Freelance Graphic & Web Design

- 50+ Logo design and branding guidance for clients in various industries
- Product label and branding design for health and beauty brands
- 10 years of Photography experience - Fashion, product photography, and weddings
- Design of print promotional materials for branding, events, social media, and ad design
- Children's Book illustration
- Responsive web design and development for 20+ clients
- Commissioned paintings and murals

