

NOAMI FOSTER

Visual Communications Specialist

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A talented visual communicator with over 10 years of print and digital design experience, creating design solutions with visual impact. Knowledge of principles and techniques of design, layout, color, and font use for print and digital production.

Achievements

- Created email and social media campaigns increasing conversion rate 25%
- Developed creative and new business design ideas from B2B to B2C
- Helped small business expand their brand awareness using print design, social media, and digital marketing campaigns

Professional Experience

American Furniture Warehouse

Digital Designer/ Specialist 1/2016 – Current

- Create compelling designs to support campaigns used in digital, print, video, web, email and social media
- Develop and execute digital marketing promotions through social media, email and website to achieve eCommerce sales goals as well as, design animated banners and deploy A/B testing through display advertising with ad agencies and media partners
- Maintain relationships with media advertisers, third-party vendors, and internal departments

ONEJDESIGN

Freelance Graphic Designer 4/2006 – Current

- Communicate with clients to make design decisions based on audience, cost and deadlines, designs include but not limited to newspaper, magazine, banner ads, social media, email and signage.
- Design, market, and communicate best practices to produce effective graphics and interesting content.
- Work directly with print vendors, provide print ready files, and approve final design builds prior to release.

CURRENT CATALOG

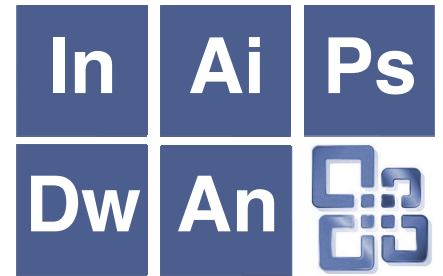
Email Marketing Coordinator 8/2013 – 11/2014

- Coordinated email marketing campaigns and production process for 9 brands which included: planning, scheduling, vendor audit, and execution of daily promotional email campaigns.
- Organized weekly specialized and defined information for creative review with Brand Managers, Marketing Director and Vice-President.
- Researched, developed, analyzed and presented creative ideas and concepts by choosing the appropriate media and style that met each of the brands objectives.

THE DENVER POST

Graphic Designer 8/1997 – 11/2011

- Design work for a wide range of brand collateral and campaign assets for both digital and print.
- Prepared final design for print-ready or digital use.
- Managed 10-15 daily design projects, delivering quality work with accuracy while meeting daily deadline in a fast-past environment.



Technical Knowledge

- Email Services: iContact, Constant Contact, Mail Chimp, Listrak and Cheetah Mail
- Knowledge of HTML/CSS, FTP, Adobe Create Suite/Cloud, Microsoft Office
- Proficient with Mac and Windows platform

Goals

- Seeking a Visual Communications position to utilize years of design and marketing experience to the benefit company and it's clientele.
- Remain current on design, marketing and industry trends by researching and attending conferences, seminars and classes.
- Would like to be a part of an organizations that supports non-profit initiative in the community.

Education

Colorado Technical University
B.S. Visual Communications
Western State College
B.A. Commercial Art

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 www.linkedin.com/in/njfooster