
TIP #5 To Design Effectively Establish Hierarchy.

The dominant feature in your design should be the most important part of your message

CALL ME!
for creative help



NOAMI FOSTER

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ACHIEVEMENTS

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

SKILLS

- Can use content management systems for blog post and updating website
- Understand Google Analytics and Facebook/ Instagram Insights
- Can create UTM's for tracking and gaining informational data
- Great listening, oral and written skills
- Provide constructive criticism
- Resolve conflicts
- Develop relationships with vendors
- Attention to detail
- Strong Color theory and Composition skills
- Balanced artistic integrity with audience appeal
- Choose most effective typography for graphic design projects
- Deadline management
- Targeted visual communications to demographic groups
- Worked collaboratively and independently
- Train or teach new skills

TECHNICAL KNOWLEDGE

- Knowledge of HTML5, CSS, and CMS
- Email Services: iContact, Mail Chimp, Constant Contact, Survey Monkey, Cheetah Mail and Listrak
- Versed in social media platforms
- Experience with online monitoring of Facebook and Instagram Insights, Google Analytics, Pinterest Insights and YouTube Insights

ONEJDESIGNS

art and design by Noami Foster

from imagination to illustration to design

SPECIALTIES

Brand Management, Artistic Direction, Email Marketing, Social Media Marketing, Display Advertising, Team Building, Print and Digital Design, and Logo Design.



What I have learned in my 20+ year design career is that business owners, corporations, non profit agencies and influencers want to know if you can make them money. Period!

My goal is to utilize my diverse design skills to identify opportunities and recommend solutions to generate revenue with the correct designed marketing materials.

VOLUNTEER EXPERIENCE

Celebration Of Children / Iffy's Kitchen
Creative Director

- Utilize color, type, illustration, photography, and various print and layout techniques when designing projects
- Develop and execute email strategies, social media calendar and special outreach campaigns
- Promote and support special events and marketing programs by collaborating with artists, organizations and vendors in order to accomplish team projects. Also staff booths at outside events as needed

EDUCATION:

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

OTHER WORK EXPERIENCE

LOWES

Customer Service Associate Paint /Cashier 3/2015–1/2016
Customer Service Associate Outdoor Garden 4/2018–Current

- Processed merchandise information through store computer system, POS register system and completed all required paperwork according to policy, also processed credit applications and payments
- Assist customers in the selection, demonstration, preparation of merchandise, also, respond to customer inquiries throughout their shopping experience and help customers locate, carry, and load merchandise
- Conduct sales activities and build relationships with customers including promoting and recommending products that match customer needs, inform customers on pricing and other options and keep shelves stocked and correctly displayed to support sales
- Maintain plant groups as listed in regional plans and follow watering plan

PROFESSIONAL EXPERIENCE

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 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

AMERICAN FURNITURE WAREHOUSE

Digital Designer 1/2016 – 3/2018

- Collaborate with copywriter, social media specialist, email specialist, designers, videographers, and web developers to build creative assets needed for a successful campaign
- Maintain relationships with ad agencies, media partners, and third-party vendors including, working closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements resulting in a positive ROI
- Work with executive team to analyzing product information, advertising history and needs, to provide appropriate design messaging to communicate American Furniture Warehouse's B2C and B2B marketing strategies and brand awareness
- Create and execute digital marketing and promotions plans through owned channels i.e. social media, email, website to achieve eCommerce sales goals as well as, design and deploy A/B testing an CRO tactics to improve performance. Use Facebook Insights and Google Analytics to collect data.
- Design and develop graphics for LED message boards, digital display ads, landing pages, email campaigns, social media content as well as print ads

CURRENT MEDIA GROUP

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