



- ▶ Seasoned professional with a broad range of experience across print and digital design.
- ▶ Wide range of industries – real estate, education, event marketing, entertainment, retail and more.
- ▶ User focused; quality, service, and detail-oriented mindset. Comfortable with fast pace.

### EXPERIENCE

#### ▶ VISUAL DESIGNER | DIGITAL & PRINT

University of Washington Alumni Association 2013 – Present

**Print design:** Posters, invitations, advertising, and direct mail for events, fundraising, and member acquisition. **Website design:** Responsive visual design, information architecture, wireframes, high-fidelity mock-ups, UX testing mock-ups, redlines, image assets, style guide.

**Email design:** Responsive template system for e-newsletters and event promotion, for campus-wide use. **App design:** Design refresh for alumni member app.

#### ▶ ART DIRECTOR | WEBSITE & PRINT DESIGNER

Freelance Design 1990 – Present

**Digital and print design** solutions tailored for target audience, stakeholder objectives, messaging, branding consistency and budget. Logos, direct mail, educational materials, annual reports, fundraising appeals, posters, packaging, signage, advertising, websites, landing pages, and email marketing. Client contact, project management, vendor management. Supervised and art directed creatives and developers. Partial client list:

Hornall Anderson	Table Top and Home
Belyea Design	SubPop
Dale Carlson Design	Seattle Waldorf School
Masterworks	Three Cedars Waldorf School
Nordstrom	RDM Properties

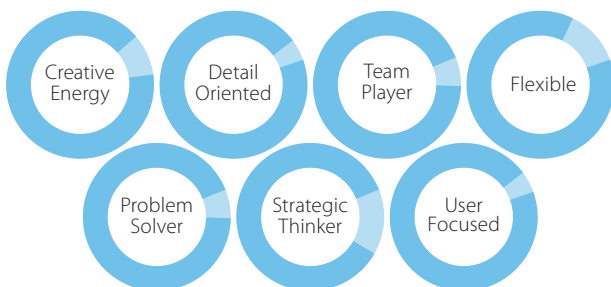
#### ▶ SENIOR GRAPHIC DESIGNER | PRINT

Merrill Gardens 2002 – 2012 Contract Position

**Print design** for 60 retirement communities, directed towards current and prospective residents. Ensured branding consistency for posters, direct mail, brochures, sales packets, logos, signage and advertising.

### 24 AWARDS & PUBLICATIONS

- ▶ **VIEW LIST** [jhigginsdesign.com/awards.pdf](http://jhigginsdesign.com/awards.pdf)



### PROFESSIONAL SKILLS

- Digital Design & Responsive, Fluid Website Design
- Print Design
- Brand Design
- UX Design & UI Design
- Wireframes, Mockups, Redlines, Style Guides
- Email Design
- Typography, Color Theory, Layout
- Art Direction
- Photography
- Copywriting, Editing, Proofreading, Spelling, Punctuation, Grammar
- Project & Vendor Management
- HTML5 & CSS3
- Wordpress
- Axure & Sketch Prototyping Tools
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Dreamweaver

### EDUCATION

- ▶ **UX CERTIFICATE | SCHOOL OF VISUAL CONCEPTS**  
Currently working on certificate in User Experience (UX). Program includes user research, information architecture, prototyping tools and testing, and more.
- ▶ **CONTINUING EDUCATION**  
Regularly use Lynda.com, School of Visual Concepts and others to stay up to date with technology and design trends.
- ▶ **ART INSTITUTE OF SEATTLE**  
AAA Degree – Visual Communication; Honor roll
- ▶ **EDMONDS COMMUNITY COLLEGE**  
AAS Degree – Transfer Degree; Dean’s list
- ▶ **WESTERN WASHINGTON UNIVERSITY**  
Visual communication, art, design, computer science, music, science, math, accounting; Dean’s list