

James Barner

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Accomplished marketing UX design professional with a broad range of creative and technical skills seeking to bring my expertise to a collaborative, creative organization

Skills Summary

- 15 years experience in interactive and web design
- Expert in Adobe Creative Cloud Suite, proficient in Wordpress, HTML and CSS
- Working knowledge of UX Design principles and practices including campaign strategy, personas and testing
- Comfortable creating content outlines and site information architecture, as well as development of wireframes and prototypes.
- Comfortable exporting fully preflighted mechanicals to printer, proof review and on-site press quality control
- Ability to multi-task in a fast-paced environment

Experience

Bates College Lewiston, ME

Digital Designer October 2017-Present

- Work with all departments and offices to develop responsive designs that optimize messaging
- Design and coding of all digital communication elements including emails, social media campaigns, webpages and interactive web modules, icons and banner ads
- Introduced HTML email template system for use across departments

Freelance Designer Portland, ME

Principle/Owner September 2000-Present

- Work with businesses to create a strong online presence using UX design, integrated digital marketing strategy, and creative, responsive design to deliver optimized digital engagement and conversion
- Offerings include branding, logos, product photography, content audit and architecture, social media strategy, and integrated digital marketing campaign design
- Clients include Idexx, LuLu Lemon, Cellardoor Winery, Consortium for Environmental Risk Management, Carlo Pittore Foundation for the Arts, Local Flames, and Byrnes Consulting Group

WEX Inc South Portland, ME

Senior Graphic Designer, UX/Digital May 2014-September 2016

- Creative direction and oversight of all digital marketing campaigns for 7 internal brands and over 30 partner companies with a focus on UX design to drive B2B lead generation and conversions.
- Involved in up-front strategy discussions on campaigns to ensure briefs were created with an awareness of the interrelated aspects of UX design in marketing.
- Marketing campaigns include microsites, infographics, videos, icons, emails, banner ads and landing pages.
- Designed multi touch email campaigns focusing on lead generation and nurturing as well as new customer onboarding.
- Led the design delivery of over 30 marketing websites to more efficient CMS and employing UX design best practices.
- Increased interactive engagement and create conversions and leads by utilizing responsive design concepts that leverage leading technology.
- Collaborated on a UX Center of Excellence team that brings knowledge and practice of UX to a global organization.

