

Charde Boothroyd

Visual Designer

Profile

Visual Designer with 1 year of experience in creating visually compelling designs for digital platforms. Proficient in Adobe Creative Suite and skilled in UI/UX design, branding, and typography. Strong ability to translate client requirements into captivating visuals and user-friendly interfaces. Demonstrates keen attention to detail, excellent communication skills, and a commitment to staying current with design trends. Passionate about collaborating with cross-functional teams to deliver outstanding design solutions that drive business success.

Employment History

Senior Visual Designer at Ironmark, MD

May 2023 - Present

- Led a team of designers in rebranding Ironmark's corporate identity, resulting in a 35% increase in brand recognition and a 20% boost in overall website traffic within six months.
- Successfully managed the design and execution of over 50 client projects in a single year, generating more than \$1.5 million in revenue and maintaining a 95% customer satisfaction rating.
- Implemented an improved design process, incorporating client feedback and streamlining project timelines, leading to a 25% reduction in project turnaround time and a 15% increase in team productivity.

Visual Designer at MOS Creative, MD

Sep 2022 - Mar 2023

- Successfully rebranded a major client's visual identity, resulting in a 35% increase in brand awareness and a 20% growth in customer base within six months of implementation.
- Designed and launched a highly effective digital marketing campaign for a top client, generating a 50% increase in website traffic and a 30% boost in online sales within the first quarter after launch.
- Led the visual design team in creating a user-friendly mobile app interface for a prominent client, resulting in a 25% increase in app downloads and a 15% improvement in user retention rate within three months of release.

Education

Bachelor of Fine Arts in Graphic Design at Maryland Institute College of Art, Baltimore, MD

Aug 2018 - May 2022

Relevant Coursework: Typography, Web Design, Branding and Identity, Illustration, Photography, User Experience Design, Motion Graphics, Design Theory, Packaging Design, and Adobe Creative Suite.

Certificates

Adobe Certified Expert (ACE) in Visual Design

Dec 2021

Details

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Links

linkedin.com/in/chardeboothroyd

Skills

Photoshop

Illustrator

InDesign

Sketch

Figma

AfterEffects

CoreDRAW

Languages

English

Indonesian

Hobbies

Photography

Digital illustration

Calligraphy and hand lettering