



VICTOR MORSE

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victoriousnerd.com

FREELANCE WEB & PRINT DESIGN

June 2008 – Present

- Designed and coded static sites, and via CMS. Built with SEO optimization and responsive design.
- Designed and produced print and web ads, landing pages, micro-sites, mailers, packaging design, and trade-show graphics.
- Brand design and created logos, guides, business cards, stationary, and templates.

UX DESIGNER AT STATE STREET

July 2018 – April 2019

- Designed UX components for client products.
- Created wireframes and prototypes with Sketch App and Axure.
- Created supporting visuals.

DESIGNER & FRONT-END DEVELOPER AT IANS

July 2015 – December 2017

- Three of us delivered a new site in six months and under budget. I was responsible for the design, front-end code, and ongoing website maintenance.
- Created email, print, and PowerPoint templates to ensure a high-quality visual consistency.
- Created, maintained, and expanded on the current visual style. Updated brand guidelines and the style guide.
- UI/UX design, and created HTML, CSS, and JavaScript for internal resources, the portal, and the website.
- Managed freelancers, interns, and projects with contractors.

MOBILE DESIGNER AT MOBILEFUSE

August 2014 – January 2015

- UI/UX design for proprietary ad monitoring & metrics software.
- Designed and built mobile ads and RFP mocks using Celtra.
- Designed and built responsive landing pages that displayed across smartphones, tablets, and desktops.
- Worked with major brands, strict adherence to brand guidelines.
- Developed mobile design best practices and standards.

SENIOR GRAPHIC DESIGNER AT JAMHUB CORP.

October 2012 – June 2014

- Design strategy and brand development.
- Design and production of ads, trade-show graphics, landing pages, and packaging. Corporate website maintenance.
- UI/UX design mock-ups for BandLab Beta. Original icon and graphic creation, user flows, and interactions.
- Illustration and original content creation.

WEB DESIGNER AT LATERAL GROUP

February 2012 – September 2012

- Co-designed and built marketing materials including ads, landing pages, micro-sites, and banners.
- UI/UX design on small projects and graphic support for proprietary app.

CREATIVE PRODUCTION ASSOCIATE AT CARBONITE

June 2011 – November 2011

- Designed, coded, and tested ad-based click through landing pages with special offers.
- Produced and designed GIF and Flash banner ads.
- Coded and tested client emails.
- Layout and production of guides and print material.

STUDIO ARTIST AT EVERYSCAPE

April 2010 – June 2011

- Built 3D virtual tours of restaurants, hotels, and resorts.
- Edited photos, drew maps, and built tours with proprietary software. Provided feedback to the in-house engineers.
- Created micro-sites branded to look like a business' main site to house virtual tours.

MARKETING ASSISTANT AT RISO, INC.

September 2008 – May 2009

- Designed new letterhead, business card, envelope, and e-mail signature for re-branding.
- Designed direct mailers, brochures, white-papers, and created document templates.

MARKETING ARTIST INTERN AT VISTAPRINT

June 2008 – August 2008

- Learned how to design and code emails as well as best practices for email marketing.

EDUCATION

University of Massachusetts Dartmouth 2005 – 2008

- Bachelor of Fine Arts in Graphic Design and Letterform, graduated *magna cum laude*.

SOFTWARE

- Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom, Premier, After Effects, and Flash/Animate. Microsoft Word, PowerPoint, Excel, and Outlook. UX tools like Sketch, Axure, and InVision.
- WordPress, Sitefinity and other CMS platforms.
- Windows, Mac OSX, Android, and iOS operating systems.

SKILLS

- UI/UX design, wire-framing, front-end prep and build. Custom and brand-specific graphics.
- HTML, CSS, JQuery, JavaScript, and PHP experience.
- Web experience with desktops, tablets, mobile phones, and responsive designs. Experience with a variety of frameworks.
- Brand identity, logo creation, print & digital design standards and implementation.
- Advertising design and creation for print, desktop, and mobile.