

LORNA YARBERRY

🏠 LORNADIGITAL.COM

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✉ YARBERRYLN@GMAIL.COM

📍 RICHMOND, VA

Work Experience

ALTON LANE
LEAD GRAPHIC & WEB DESIGNER 2017 – PRESENT

Designer of graphics, website, landing pages, B2C email marketing, social media campaigns, copywriting, print media, ecommerce portal imagery, sales promotions, photo retouching, brand identity, and all other marketing materials required. Designer, builder & admin of Digital Asset Management system and Employee Intranet.

CAPITAL ONE FINANCIAL
SENIOR VISUAL INTERACTIONS DESIGNER
SENIOR ART DIRECTOR 2016 – 2017

Defined digital marketing strategies and tactics, promoted brand awareness and cross-discipline collaboration to create integrated design solutions, applied Lean UX principles, developed user testing for improved site UI, prototypes at various levels of fidelity, & nurtured a cohesive product vision.

THE KING AGENCY
WEB DESIGNER 2016

Developed websites ensuring strong optimization and functionality.

ALLIANZ GLOBAL ASSISTANCE
WEB DESIGNER, CONTRACTOR 2015

Designed and coded B2C and B2B email marketing campaigns, banner ads, electronic brochures, landing pages, and more.

THE MARTIN AGENCY
FRONT-END WEB DEVELOPER 2014 – 2015

Developed functional and appealing web applications, provided website maintenance and enhancements, designed and built employee intranet interfaces for Geico & Sunglass Hut, and maintained graphic standards and branding throughout all platforms and interfaces.

VELOCITY MICRO
GRAPHIC & WEB DESIGNER 2011 – 2013

Product logos, product packaging design, instruction manual layout and design, product photo retouching, web advertising, promotional videos, email marketing, design and management Velocity Micro's website, and marketing campaigns.

LORNADIGITAL.COM
GRAPHIC & WEB DESIGNER 2009 – PRESENT

Self-employed freelancer for both private and commercial clients in the United States and abroad.

MEDIA GENERAL FX
GRAPHIC DESIGNER, INTERN 2011

Responsible for high-definition, television-ready graphics and animations for various news stations in the American Southeast. Successfully handled a constant flow of work orders from over twenty stations without sacrificing quality of product.

POPIDIOCY, PYRAMID STUDIOS
ASSISTANT ILLUSTRATOR 2010

Assistant to a freelance illustrator. Helped to create an exhibit for a children's museum in Louisiana and an educational comic for the Virginia Historical Society. Entrusted with completing and stream-lining supervisor's illustration and colorized completed work for submission.

Higher Education

VIRGINIA COMMONWEALTH UNIVERSITY
BFA COMMUNICATION ARTS 2011

CULTURA WIEN, VIENNA, AUSTRIA
GERMAN LANGUAGE 2009

Certifications & Awards



**THE NIELSEN
NORMAN GROUP**
UX CERTIFICATION

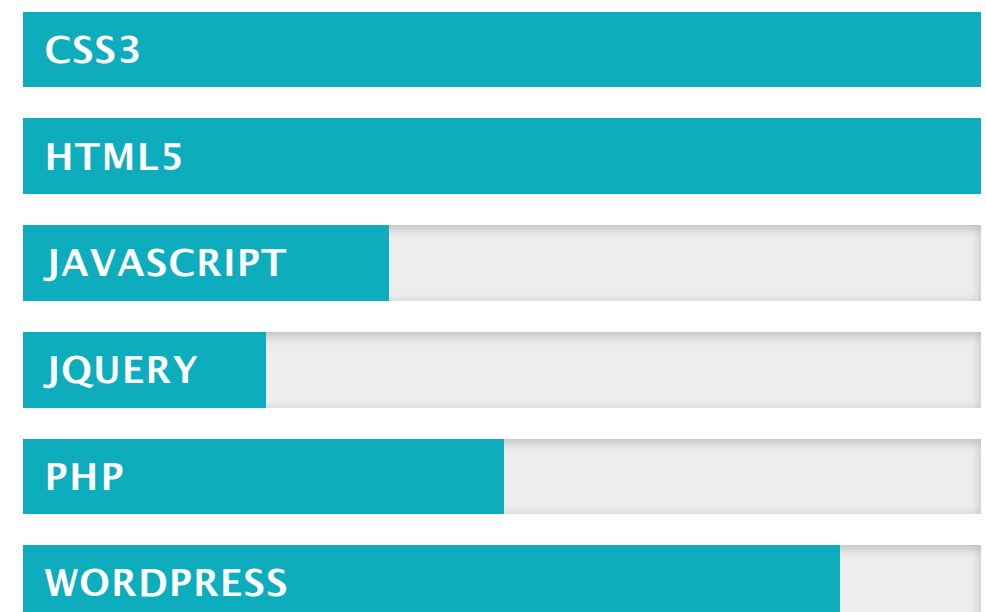
NN/g is an esteemed American computer UI, UX, & web analytics consulting firm.



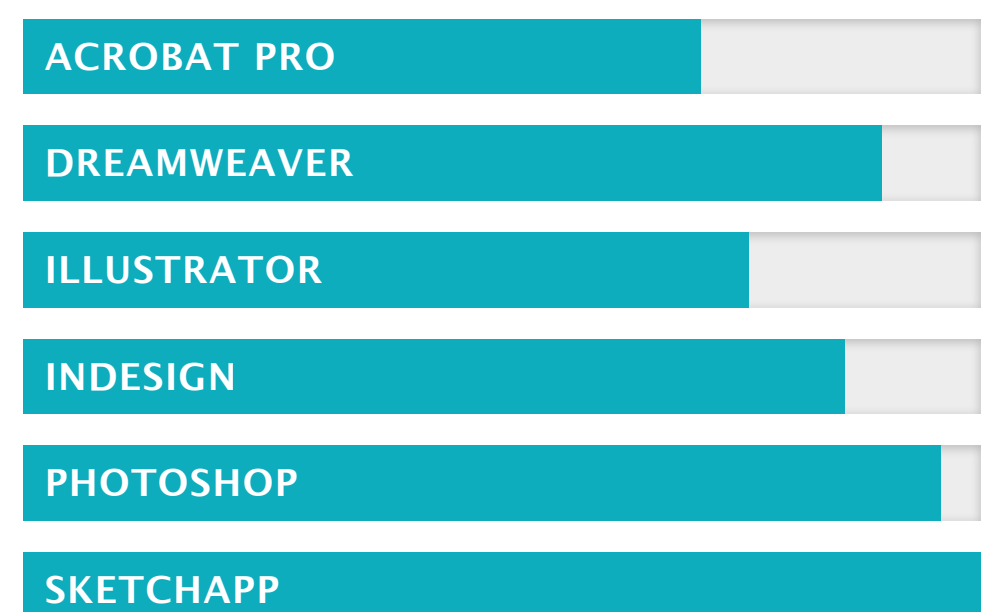
WEBAWARD.ORG
2012 WINNER,
WEB DEVELOPMENT

Web Marketing Assoc's annual competition for web developers & marketers worldwide.

Web Languages



Design Programs



Project Management,
Prototyping, & Testing:

- InVision
- Asana
- Workfront
- IssueTrak
- Proof HQ
- Agile; Lean UX
- UserTesting.com

eCommerce:

- NetSuite
- WooCommerce
- Magento

Email Marketing:

- Bronto
- Klaviyo
- Silverpop
- Constant Contact
- Benchmark

Other:

- Libris Photoshelter
- Transmit App
- Cyberduck
- Google Analytics
- Microsoft Office