

SETH TIPTON

Digital Designer

Skills

Responsive Design & Production,
HTML5 & CSS3 Development,
Adobe CS, Microsoft Office,
WordPress, Photo Editing, Video
Capture & Editing, Print Layout

Education

2004 Academy of Art University
Bachelor of Arts, New Media
San Francisco, California

Contact

contact@digitalseth.com
415.531.0739. digitalseth.com
linkedin.com/in/seth-tipton

Integrated Design & Production

Pursuing an opportunity to solve design problems, and apply them across integrated campaigns and platforms. Able to take ownership of projects and guide them to completion.

Organization & Time Management

Deadline-driven and focused, with a mind to problem solving and identifying potential to improve methodologies.

Effective Collaboration & Multi-tasking

Experienced at interfacing with administrative leadership, clients and vendors to execute multiple projects.

Self Starter and Team Player

Eager to help team members achieve our goals and receive help whenever applicable. Consistently researching and learning about updated technologies and processes.

EXPERIENCE

WELLS FARGO

Interaction Designer II

San Francisco, California

2015-2020

Coordinated, created and scheduled content and designs on company website including graphic design, digital imaging, spec markup, PDF editing and photo correction.

Developed visual components and creative design for campaigns and communication programs such as promotions, e-mails, videos and media.

Recommended methods to address improvement opportunities to improve process efficiency.

Developed and delivered error free and correctly branded design files and associated assets.

Set and maintained high standards of quality for all projects.

Converted designed e-mail PDFs to HTML and CSS.

THE CREATIVE GROUP

Contractor, Beeline Studios

Hayward, California

2014

Executed designs that adhered to overall creative vision and direction while serving as production designer, creating webpage content HP's Amazon desktop, notebook and computers.

Developed, coded and updated sites including creating QR code PDFs for on-site displays.

Created web images in alignment with company message, including strategically using visuals to highlight featured products and services and producing content that converts users to purchasers.

Identified changes in project scope and modified schedule accordingly while adapting to management approval process and feedback.

DENTAL TECHNOLOGIES INC

Sr. New Media Designer

Dublin, California

2007 - 2014

Enhanced functionality and appearance of website by designing multimedia platforms including web, video, print, and e-mail marketing.

Drove visibility of multiple network laboratories.

Collaborated with international scripting team to develop online portal for company website.

Utilized Adobe Suite design software to designed graphics for websites, logos enhanced photography and promotions for marketing purposes.

Delivered presentations for website redesign and facilitated interviews for patient and doctor testimonies.

Increased understanding by attending business development training.

Maintained tactical control of projects and timelines to keep teams on-task and achieve schedule targets.