

CALLEE MASON

GRAPHIC DESIGNER / UI/UX DESIGNER / CREATIVE

Versatile graphic and UI/UX designer with a proven track record in digital marketing. Quick learner, adaptive and responsible with a drive for continued growth. Adept at creating user-centric, purposeful and impactful design solutions.

SKILLS

- Design: Adobe Creative Suite, Figma
- Web Development: Wordpress, Craft, HTML, CSS
- Marketing: Email, Social Media, Copywriting
- Visual Media: Photography/Videography & Editing
- Analytics & Advertising

EXPERIENCE

GRAPHIC DESIGN SPECIALIST

Branching Minds 09/2023 - Present

Design compelling visuals including data visualizations, infographics, web graphics, wireframes, ad campaigns, etc. Edit/animate multimedia content. Serve as brand steward ensuring internal and external cohesion.

UI/UX & GRAPHIC DESIGNER

WeCreate Web Design 05/2022 - 09/2023

Designed websites and web graphics for WordPress theme development. Leveraged design skills to enhance user experience and maximize conversion rates.

COMMUNICATIONS & CREATIVE DIRECTOR

Solid Rock Basketball 10/2017 - 09/2023

Managed brand representation and oversaw all digital marketing communications ensuring cohesive, impactful online presence. Spearheaded creative ad efforts including social media marketing, website design, online registrations, photography, video marketing, print collateral, and advertising partnerships.

INTERACTIVE DIRECTOR

Needle + Hay Creative 10/2015 - 10/2017

Designed and maintained websites for clients across diverse industries. Developed additional website content, including graphics and photography, often to visually convey complex material. Researched industry strategies tailored to clients' business fields.

EDUCATION

SOUTHERN NAZARENE UNIVERSITY

MBA / Class of 2018

B.A. in Graphic Design / Class of 2015