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## contact

### denise barba

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## objective

To take that next leap in my career. A position that offers a continuous challenge and outlets to express my ingenuity. An opportunity to combine my aptitude for advertising concepts, and my talent for graphic design in an energetic and fast-paced environment. A place to contribute ideas and continue to learn.

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## knowledge base

Expert Level	Intermediate Level
Adobe Photoshop CC	HTML & CSS Knowledge
Adobe Illustrator CC	Responsive and Mobile Designs
Adobe Indesign CC	iOS Native App Design
Adobe Acrobat CC	Google Material Design
Microsoft Office Suite	Quark Xpress
UI and UX Design	Adobe XD
Sketch	

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## education

BA in Graphic Design & BA in Journalism  
University of North Florida  
Jacksonville, Florida | 1997-2001

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denisebarba.com

### Experienced UI Designer

Dominion Enterprises,  
ForRent.com  
2014-Present | Norfolk, VA  
Sole Graphic and UI Designer for ForRent.com, CorporateHousing.com, After55.com and ForRentUniversity.com. Collaborates with UI/UX Manager to define and implement innovative solutions for the product direction, visuals and experience. Executes all visual design stages from concept to final hand-off to development teams both in-house and off-shore. Conceptualize original ideas that bring simplicity and user-friendliness to complex design roadblocks. Present and defend designs and key milestone deliverables to stakeholders of all levels. Establish and promote design guidelines, best practices and standards. Creates compelling UI Designs for Responsive Websites, Mobile Designs iOS Native Apps and Email Marketing. Successfully embraced and succeeded in Agile and Scrum development Environment.

### Freelance Art Director

2011-Present | Norfolk, VA  
Talented freelance art director and marketing professional offering creative print and web design solutions to the Hampton Roads area. Highly organized, adept at managing multiple projects and deadlines. Provide complex, comprehensive, varied design solutions. Fluent in Web Development, Product and Internet Marketing. Excels at brand development and management. Works seamlessly with clients to understand interpret and guide their needs, business and target audience.

### Senior Web Graphics Designer

Dollar Tree Inc.  
2011-2013 | Chesapeake, VA  
Marketing, design and brand management of the online division of Dollar Tree Stores. Establishing an online presence and driving traffic to the site and in-stores through multiple marketing channels. Designing & conceptualizing multiple weekly emails to tailored audiences. Executed web page, landing page, and online product ad designs. Art directed, conceptualized, planned quarterly catalog, generating millions of dollars in revenue. Responsible for production of store signage for over 4,000 stores, direct mail, newsletters and other print materials. Supervised a team of two web graphic designers managing workloads, schedules and providing mentoring to both. Instrumental in redesigning and relaunching the Deals-Stores.com, Dollar Tree's sister site.

### Senior Graphic Designer

SpinSix Strategic Marketing  
2008-2011 | Chesapeake, VA  
Print and web graphic designer for both small businesses and large scale clients including: Bento, FileMaker, Sage Software, LifeLock and ZoneAlarm. Focused on creating designs that emphasize and reflect web usability, rich user interfaces for database driven websites. Translated project objectives into unified, meaningful visuals. Familiarized with designing multiple media within strict brand standards while creating interesting and stimulating designs.

### Web Graphics Designer

Vehicle Web Services  
2006-2008 | Norfolk, VA  
Created and conceptualized numerous templated and custom websites for sale. Designed user interfaces for back-end client website tools. Developed new wire frame and template layouts, as well as production processes for website designs. Made recommendations to improve current and future product offerings based on user experiences. Educated other departments on the proper creation and use of graphic files.

### Graphic Designer III

CACI  
2005-2006 | Norfolk, VA  
Provided support for several marketing communications projects and initiatives for the Naval Personnel Development Command. Single contact for all graphic needs, ranging from print to web-based products for command. Maintained multiple website graphics.

### Graphic Designer

Trader Electronic Media  
2003-2005 | Norfolk, VA  
Created site designs that maintain good clear interfaces. Suggested and implemented creative solutions using compelling images that balance consumer interests and clients' return on investment. Design interesting pieces of interactive media that enticed users and pleased customers. Sole designer tasked with the creation of all marketing collateral for several divisions within Trader Electronic Media. Development of advertising pieces including graphics and e-newsletters, e-mail campaigns, large-scale trade show graphics, press kit pieces and direct mail campaigns.

### Mechanical Artist

Dollar Tree Inc.  
2001-2003 | Chesapeake, VA  
Maintained, scheduled and produced large-scale vinyl graphics for all 2200+ Dollar Tree Stores. Handled overflow of pre-press operation for full-color direct-to-plate offset printing press. Assisted in creating and designing signage for Dollar Tree Stores, Distribution Centers and internal marketing. Responsible for supervising a three-person team.