

Mary Miller

Graphic & Web Designer*

Let's Talk

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↗ **Portfolio**

emmrolled.com

About

Hi, I'm Mary—a graphic and web designer passionate about creating, optimizing, and supporting websites and other digital marketing experiences.

I have been blending creativity with functionality for 14+ years to build websites and graphics that not only look great but are also optimized for the user and search engines.

When I'm not designing, you'll probably find me being crafty with my sewing machine and 3D printer or looking for treasures and inspiration at estate sales.

I am eager to apply my knowledge to new projects and experiences, join a collaborative team, and continuously grow my expertise!

Employment

Web Designer/Director, Leadership Team at ADVAN Creative

January 2018 — December 2023

- Designed and optimized website layouts and designs using Photoshop and WordPress
- Developed a website design process that streamlined workflows and increased productivity
- Conducted research on the latest trends and technology in the design industry
- Analyzed data to measure the success of design and content efforts to improve future projects
- Created print and corporate designs to enhance brand presence
- Established and maintained schedules, timelines, and digital asset organization to increase clarity between stakeholders and creatives
- Developed and maintained a help desk hub that allowed employees to find answers to their questions easily
- Troubleshoot and resolved technical issues for customers, resulting in a reduction in help desk tickets

Freelance Graphic Designer

January 2010 — December 2018

- Collaborated with graphic designers, copywriters, and other stakeholders to create effective marketing materials such as logos, brochures, fliers, banners, and trade show displays, resulting in improved customer engagement
- Created user-friendly websites and used SEO techniques to increase website traffic
- Collaborated on WordPress development and HTML/CSS web updates
- Optimized WordPress sites for performance, reducing page load times
- Restructured sitemap and content for websites, increasing organic website traffic
- Created comprehensive style guides that standardized the design and branding of all company materials and increased brand recognition
- Conducted product photography tailored to marketing-focused designs by highlighting key product features

Education

→ **Bachelor of Arts**

Kent State University, 2010

Visual Communication Design,

Photo-illustration minor

→ Continuing education with **HubSpot**

Academy and **Codecademy**

Skills

- WordPress, builders, & plugins
- Web layouts & best practices
- Onboarding & technical discovery
- Print design & brand identity
- Intermediate HTML & CSS
- Basic JavaScript & PHP
- DNS & hosting
- Adobe Creative Suite
- Project management
- Product photography
- SEO & SEO tools
- Google Search Console
- Google Suite
- Troubleshoot, resolve, or delegate
- Strong aesthetic eye
- Teamwork & collaboration
- Quickly adopt new technology
- Remote, in-office, & hybrid environments
- Seek continuous improvements
- EOS experience

References available upon request.

