

CONTACT

📞 602-688-1421

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🖱 tayloraldridge.com

COVER LETTER

Dear Hiring Manager,

In my pursuit of new creative endeavors, I was excited to find the opportunity with your company. As a progressive professional with the right experience, I believe that I can bring valuable contributions to your team.

My design strategy is also a business strategy. My objective is design directly tied to enhancing usability and increased engagement. As a director, one of my strengths is creating successful processes that are intuitive and productive, but do not limit creativity and innovation.

As 10up's remote Creative Director, I worked on large scale Agency projects for companies like Uber and Ted and personally designed sites like 9to5Mac.com, lamag.com and newfoodeconomy.com. My main responsibilities centered around client relations, designer mentoring, design reviews and quality control.

As the in-house Creative Director for Services Group of America, one of Arizona's largest privately held companies, I ran a fast-paced, multi-disciplined team that handled every facet of design: print, packaging, web, social media, video, photography, trophy design, newsletter, trade show booths and anything they could imagine.

For a greater presentation of my background and qualifications, please review my attached resume. I am eager to speak with you and greatly appreciate your consideration.

Sincerely,



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DISCIPLINES

Branding, Print Design, Photography, Packaging, Mobile Apps, Web Design, UI / UX Design Prototyping, eblasts, Infographics, Social Media Management, Waterfall and Agile Environments.

SOFTWARE

Adobe Illustrator, InDesign, Photoshop, Premiere, Sketch, Keynote, InVision, Figma, Zeplin, Final Cut Pro, Motion, Shopify, WordPress, SquareSpace, WooCommerce, Dropbox, Box, Google Drive, Slack

STRENGTHS FINDER™

Strategic: sorts through the clutter and finds the best route.

Adaptability: responds willingly to the demands of the moment.

Connectedness: aware that we are all part of a larger picture.

Activator: make a decisions, takes action, looks at the result, and learns.

Individualization: a keen observer of other people's strengths, draws out the best in each person.

MYERS BRIGGS®

ENTP "The Visionary"

71% Extroverted 60% Intuitive

66% Thinking 65% Perceiving

EDUCATION

Bachelor's of Fine Art /
Graphic Design

PROFESSIONAL SUMMARY

I am a creative director and graphic designer with 15+ years of agency, in-house and freelance experience, 100% remote for the past 8 years. I am passionate about crafting full brand identities from a basic initial concept and am versed on every phase of design, from UX /UI to retail packaging.

I have led design teams, mentored junior designers, and designed modern digital and print experiences for companies like Walmart, Medicare.com, Bass Pro, Kroger, SurveyMonkey, Cult Coffee, Sprouts, Universal Sports, EnGadget, Best of Boston, Tatango, Hip2Save and Costco.

EXPERIENCE

DESIGN DIRECTOR | Rarebreed Design | Remote | 2015 - present

- Contributed to creative process through original ideas and inspiration.
- Researched industry trends and evaluated competitive products.
- Developed artistic visual products while working within defined technical constraints.
- Preserved branding standards of assigned accounts.

CREATIVE DIRECTOR | 10up | Remote | 2014 - 2015

- Evaluated and contributed to creative team ideas and translated into actionable project plans.
- Supervised design and production staff developing innovative designs for web projects while managing deadlines.
- Oversaw, guided and coached a remote team of designers and front-end devs.
- Recruited, hired and trained top candidates with eye for performance.
- Established procedures and quality standards for department.

DIRECTOR OF UI/UX DESIGN | Brainstorm Media | Remote | 2012 - 2014

- Created annual budget and developed comprehensive plan to accomplish company objectives while staying within budget.
- Created organization's mission and vision statements for use by all employees.
- Resolved all issues efficiently, which in turn enhanced customer satisfaction ratings.
- Completed full redesigns of existing websites to improve navigation, enhance visuals and strengthen search engine rankings.
- Took concepts and produced design mock-ups and prototypes to strengthen designs, enhance user experiences and improve site interactions.

CREATIVE DIRECTOR | Services Group of America | In-House | 2006 - 2012

- Developed high-impact creative projects from concept to completion, including trailers and promotional content for company campaigns.
- Planned art and design requirements for each artists, management companies and internal teams.
- Established procedures and quality standards for department.
- Supervised design and production staff developing innovative designs for all projects while managing deadlines.

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VOLUNTEER

FREE BURMA RANGERS | [Medical Civil Rights & Social Action Group](#)

Feb. 2011 - Thailand

I created the branding for mobile tents and wearables for doctors, graduates and support staff including presentation materials for fundraising.

WORDCAMP | [Regional WordPress Conference](#)

Mar. 2014 - Phoenix

Speaker - How a design strategy helps your team and clients avoid arbitrary design, changes, and decisions.

WORDCAMP USA | [National WordPress Conference](#)

Nov. 2014 - San Francisco

Speaker - Tracking Design Time so its Meaningful. - wordpress.tv

TESTIMONIALS



LARRY FITZGERALD | [Wide Receiver](#) | [Arizona Cardinals](#)

I was very pleased at how professional the event website looked for my 2011 Celebrity Softball Game. Taylor did a top-notch job overhauling the original website, taking it up several levels. He also created a timeless logo for the Carol Fitzgerald Memorial Fund.

I'm thankful for his hard work and dedication in helping make my event a success.



ANDREA STEWART-PRITCHETT | [President](#) | [Event Services of America](#)

I have worked with Taylor for several years and can't recommend him enough! He can create the unimaginable and is genuinely one of a kind in his field. When it comes to web design, media, video production, or anything in between, there isn't anyone I'd rather go to. He is unbelievably creative, personable, and incredibly professional. He has always provided great insight into brand management and development and can help you take your company/site to the next level and beyond. With Taylor, the possibilities are endless!



DABI ADEYEMI | [Global Marketing](#) | [Facebook](#)

Taylor brings innovation and brilliant creativity to any branding or re-branding initiative. His ideas and many contributions to the several projects I've had the privilege of working with him have been beyond incremental to our successful outcomes. And beyond all of his skill set, Taylor's most admirable asset is his professionalism and humility. He is one of the most accessible people to work with and a pleasure to be around.