



TAYLOR HINTON

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PROFESSIONAL EXPERIENCE

Solutionreach, Art Director | JUN 2012 - JAN 2024

- Led a creative team of 7, critiqued and approved team design deliverables to ensure they meet quality and brand standards.
- Guided Marketing and brand strategies, driving high-quality leads and trials, and increasing software subscriptions from 5K to 25K.
- Scaled demand generation, achieving 50% YoY growth in MQLs and sustained 30%+ ARR growth.
- Managed 3 brand redesigns, supporting new messaging frameworks, fueling the growth of the business, and increasing overall conversion rates on marketing efforts.
- Produced and deployed 80+ assets three months post-rebrand, consisting of videos, e-books, infographics, and tools that significantly boosted lead generation efforts.
- Understood, translated and responded to business strategy and performance data to steer the direction of the creative team design initiatives.
- Oversaw all creative development and management aspects, including relationships with publishers, advertisers, and contractors.
- Defined and implemented multi-channel campaigns to drive awareness, engagement, and conversion.

HAVVN, Art Director | 2010-2012

- Diligently crafted a new visual identity that bolstered the company's sales initiatives, contributing to its overall success.
- Spearheaded diverse projects, ranging from small-scale initiatives to large campaigns, leveraging expertise in brand design, graphic design, artistic direction, and digital innovation.

Gartner Inc. Senior Web Designer | 2009-2010

- Responsible for managing the brand of their affiliate program.
- Crafted lead-generation landing pages to engage prospects and grow revenue.
- Worked with Art Director to build and design new corporate website sections, ensuring an intuitive and user-friendly online experience.

Senior Designer at Burton Group | 2004-2009

- Acted as a solitary creative force, managing all facets of marketing.
- Created websites, marketing campaigns, sales materials, presentations, email automation, and social media strategies, among other responsibilities.
- Made substantial contributions to the company's visual identity, product portfolio, and overall growth.

Ikano, Senior Print Designer and Print Team Manager| 1999-2004:

- Played a pivotal role in creating the visual identity of numerous start-up ISP brands
- Promoted to Print Team Manager from Production Designer
- Led print team, our focus was on developing CD-ROM and interactive multimedia software.
- Implemented diverse creative marketing strategies, including presentations, print ads, brochures, software instructions, software startup kits, and sales collateral.

AREAS OF EXPERTISE

Artist | Art Direction | Marketing & Advertising Conceptualization | Branding & Identity | Motion Graphics and Animation | Illustration | Brand Development | Copyright Law | Motion Graphic/Animation | Photography and Post Editing | Graphic Design | Page Layout | Font & Color Management | User Experience Design | Video Editing | Video Production | Team Building | Client and Vendor Relationship Management | Managing Print Collateral | Responsive Web Design | Social Media Management & Advertising | Project Management | Website Design | UX Design | AI Enthusiast

SOFTWARE STACK EXPERT

Adobe Photoshop | Adobe Illustrator | Adobe Indesign | Adobe After Effects | Adobe Premiere | Adobe Dream Weaver | Adobe Audition | Adobe Light Room | Asana | Jira | ClickUp | Google Ads | Google Analytics | Marketo | HubSpot | Salesforce | WordPress | Microsoft Office | HTML | CSS | Figma | G-suite | Windows and Mac OS

EDUCATION

Broadview College (Formally, Utah Career College) | 1999-2001

Associate degree in Computer Science/Multimedia

Graduated 2001