

CALLEE MASON

GRAPHIC DESIGNER / UI/UX / CREATIVE

Versatile graphic and UI/UX designer with a proven track record in communication and 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, e-Commerce
- Marketing: Email, Social Media, Copywriting
- Visual Media: Photography/Videography & Editing
- Analytics & Advertising

EXPERIENCE

GRAPHIC DESIGNER

M-D Building Products 07/2024 - Present

Create optimized graphics, icons, and e-commerce UI displays to showcase products and convert advertising objectives. Contribute to brand cohesion and evolution of visual guidelines.

GRAPHIC DESIGNER

Branching Minds 09/2023 - 07/2024

Designed visuals including sales collateral, guides, data visualizations, infographics, web graphics, and brand elements etc. Edited/animated multimedia content. Served as brand steward ensuring cohesion.

UI/UX 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 a cohesive, impactful online presence. Spearheaded creative ad efforts including social media, web design, photography, videography, print collateral, and ad 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