

SHAY BAUMGART

Senior Creative Designer + Front-End Web Developer

San Diego, CA | 619.823.2271 | design@shaypessah.com | www.shaypessah.com

EXPERIENCE

University Of San Diego
Senior Web Designer & Developer
June 2015 - Present

Web Developer
March 2012 - June 2015

Freelance
Graphic Designer & Web Developer
2006 - Present

San Diego State University
Graphic Designer & Web Developer
2011 - 2012

Forecast 3D
Graphic Designer & Marketing Assistant
2010 - 2011

Aesthetic Arts Institute of Plastic Surgery
Marketing & Advertising Manager
2004 - 2010

- Lead research strategist designer for website redesign projects and campaigns
- Aided in defining the vision and goals of the university website during redesign project
- Implemented a design strategy for website redesign processes
- Conducts usability studies, competitive analysis, market research, A/B testing
- Head Market Researcher for school website redesign projects
- Managed School of Business website redesign lifecycle
- Directed photography sessions for design projects to coincide with university brand
- Designed and developed custom branded Wordpress themes for the university
- Provide design direction, marketing strategy, and brand identity for clients
- Create print and digital designs for marketing collateral
- Served as UX Manager for Wimp.com and managed virtual team of six
- Developed the initial web presence for the Division of Undergraduate Studies and programs
- Collaborated with Director of Development to create materials for the capital campaign
- Oversaw website development processes and communication materials for programs
- Managed a team of four to develop and deploy a website redesign and first online payment portal
- Increased sales and online transactions while reducing transaction time by two minutes by providing a UX/UI strategy for online portal
- Managed a yearly budget of \$50,000 for all marketing endeavors
- Produced research and market analysis to develop a cohesive strategy that included website copy writing, marketing materials, social media presence and advertising
- Increased customer requests for consultations by designing outreach materials and visual brand
- Collaborated with external vendors for promotional events

SKILLS & SOFTWARE

Advanced

Creative Design, User Experience Design, Marketing, Market Analysis and Planning, Social Media Marketing & Strategy, HTML5, CSS3, CSS2, Information Architecture

Applications and Software: Adobe CC: Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, Lightroom, Microsoft Office Suite, Wordpress, Axure, UXPin, Balsamiq, Sketch

Proficient

Marketing Strategy, Research & Analysis, Web Content

Intermediate

PHP, Git Repositories, Drupal, Shopify

Other

Entrepreneur, Leader, Creative, Organized, Attention To Detail, Multi-tasker, Driven, Personable, Loyal, Self-Motivated, Goal Oriented, and a quick typer (~75WPM)

Windows And Mac Platforms

Graphic Design: 95%

Illustration: 85%

Web Design + Development: 90%

Art Direction + UX Strategy: 90%

AWARDS

BEST IN CLASS: University
Interactive Media Awards
2015

2015, University of San Diegon
Website: www.sandiego.edu

BEST IN CLASS: University
Interactive Media Awards
2013

2013, University of San Diego: School of Business
Website: www.sandiego.edu/business

NOMINEE: Site of The Day
AWWARDS
2013

EDUCATION & AFFILIATIONS

Master of Science in Global Leadership
University of San Diego
Expected May 2016; Cohort Leader

Bachelor of Fine Arts in Multimedia
San Diego State University
2009

Supporting Member
AIGA, the professional association for design

Memberships
AMA, American Marketing Association
High-Ed Web

