

Shawn Hiatt

WORK EXPERIENCE

Cake Websites & More • Asheville, North Carolina • 2012 – Present

SENIOR DESIGNER • 2020 – PRESENT

- **Designed a Proprietary WordPress Theme:** Led the design of an in-house WordPress theme, streamlining new website workflows and standardizing web development, enhancing process efficiency.
- **Advocated for Web Accessibility:** Ensured WCAG compliance across all client websites by implementing comprehensive accessibility standards, making digital content accessible to all users, and meeting industry regulations.
- **Innovated Design Processes with Figma's Interactive Prototyping:** Introduced interactive prototyping in Figma, facilitating enhanced contextual decision-making at the design stage and improving overall design quality.
- **Demonstrated Versatile Design Expertise:** Continuously apply design skills across various mediums, including social media, print advertising, digital publications, and brand identity projects, showcasing versatility and ability to adapt to diverse design needs.

DESIGNER & EMAIL MARKETING SPECIALIST • 2013 – 2020

- **Adopted Figma as Primary Design Tool:** Led the transition of the design and marketing team to Figma as the primary tool for design and layout, significantly enhancing work efficiency and the quality of the final products.
- **Expanded Skill Set into Front-End Development:** Acquired front-end development skills, enhancing my involvement in the quality assurance stage of website builds. This extension of my role fostered a more holistic approach to web design and allowed me to become skilled with HTML & CSS, impacting my design thinking.
- **Optimized Website Load Speeds:** Improved the website's user experience by implementing image and font optimization standards, which significantly boosted overall website load speeds.
- **Managed Successful Email Marketing Campaigns:** Directed the design and management of email marketing campaigns, leading to increased user engagement and conversions for our clients.

ASSISTANT DESIGNER • 2012 – 2013

- **Developed a Professional Mindset:** Learned to effectively manage and gain valuable insights from constructive criticism and feedback in a professional agency environment, cultivating an attitude of continued improvement and growth.
- **Specialized Industry Knowledge:** Acquired a deep understanding of the plastic and cosmetic surgery industry, allowing me to better serve a niche clientele with customized design solutions.

Freelance Designer • 2013 – Present

- **Strong Client Relationships:** Built and maintained robust client relationships through direct, effective communication, reflecting my commitment to excellent customer service and interpersonal skills.
 - Select freelance clientele include: One Nature Institute, Asheville Wisdom Exchange, Unity Church of Asheville, Stratton Design Group, and Bill Jonas
- **Project Management Skills:** Demonstrated the ability to self-manage project timelines, scopes, and deliverables, ensuring deadlines are met effectively.
- **Proficiency in Website Builders:** Developed expertise in popular no-code website builders like Squarespace and Wix, further expanding my web design toolset and versatility.

ABOUT

I am a web, visual, and communication designer experienced with delivering successful products. I love working with collaborative teams and in great culture.

INFO

LOCATION

Asheville, North Carolina

CONTACT

336-409-4212

hello@shawnhiatt.com

PORTFOLIO

shawnhiatt.com/portfolio/

EDUCATION

UNIVERSITY OF NORTH CAROLINA ASHEVILLE • 2007 – 2011

BA in Multimedia Arts & Sciences—
concentrating in video art & design

SKILLS & TOOLS

- Adobe Creative Suite
- Figma & FigJam
- WordPress
- Mailchimp
- Constant Contact
- Shopify
- HTML & CSS
- Typography
- Google Suite
- Microsoft 365
- Detail-oriented & highly organized
- Proven leadership skills at the senior design level
- Team worker & collaborator
- Excellent written & verbal communicator

INTERESTS & HOBBIES

Guitars, vinyl records, basketball, house plants, video games, food

REFERENCES

Available upon request