

HUNTER TANKERSLEY

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SUMMARY

Strategic and visionary designer with a proven track record of elevating brand identities through innovative design solutions. Bringing eight years of experience in crafting compelling visual narratives and leading cross-functional teams to translate brand strategies into impactful design executions. Adept at managing the end-to-end design process, from concept development to final implementation, ensuring consistency across all brand touchpoints. Demonstrated success in collaborating with marketing, product, and executive teams to achieve business objectives. Passionate about creating memorable and cohesive brand experiences that resonate with target audiences. Seeking an opportunity to contribute creative leadership and design expertise to drive brand excellence.

EXPERIENCE

Brand Design and Experience Manager 06/2023 - Present
Chicago

- Created and implemented a new, differentiated brand identity including color palette, logos, patterns, guidelines and packaging
- Leveraged consumer feedback and usability testing to design a new digital menu layout resulting in increased customer engagement and 10% increase in item sales
- Led an in-house design team and oversaw all external vendors including photography, print and merchandising
- Collaborated with the technology team to redesign the brand website with updated visual elements and enhanced user experience leading to a 15% decrease in bounce rate and 25% increase in click through rate

Creative and Content Designer 06/2022 - 05/2023
Chicago

- Supported the marketing team through six campaigns and three new product launches with various print and digital assets including menus, signage and promotional items
- Increased e-mail open rate by 18% within three months through new evergreen CRM content
- Implemented a project management system that improved workflow efficiency by 30%, reducing turnaround time for design projects
- Collaborated with the social media team to update content, increasing engagement by over 15%

Freelancer 02/2017 - Present
Chicago

Ongoing freelance work specializing in brand identities, UX design, web development and creative direction. Clients include NC Trucking Association, Ricker Cunningham, Joelle Cachey Hayes and Jubilee.

Work includes:

- Developed new brand identities for affinity groups and annual conferences and events including all print and digital assets
- Conducted user research to aid in the redesign of a customer acquisition tool resulting in a 22% increase in traffic
- Designed new web interface to improve user journey while raising conversion rates engaged time nearly 34%

Application Developer and UI/UX Consultant 09/2016 - 04/2017
Chicago

My Digital Guestbook
My Digital Guestbook transforms the guestbook experience for the joy and convenience of the planners, hosts and guests.

- Developed and built product application using Swift to ensure MVP in accordance with project specifications
- Designed and implemented full creative for product launch using custom photography
- Collaborated with fellow designer to build front and back end for website
- Created system architecture for end user focus

EDUCATION

BA Programming (Mobile Media)

Columbia College of Chicago

08/2010 - 12/2016

- Minor in Photography

SKILLS

Software

Photoshop · Illustrator · Premier · XD ·
After Effects · Lightroom · Bridge ·
Final Cut Pro · InDesign · Sketch ·
Balsamiq · Figma

Programming

HTML/CSS · JavaScript · C# · Swift

Design

Design Research · Design Strategy ·
User Interface · Web Design ·
Application Design · Storytelling

VOLUNTEERING

VP of Communications

Chicago Dragons Rugby Club

2016 - Present

Midwest's first inclusive rugby club existing to grow the sport in traditionally under-represented communities.

- Design all marketing collateral across print and digital platforms
- Manage CRM database and weekly communications
- Rebuilt club website to improve user experience and storytelling