



# Angela Ferrell

## Digital Art Director

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### Portfolio

[www.aferrelldesigns.com](http://www.aferrelldesigns.com)

### Contact

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533 Royal Ave.

Royal Oak, MI 48073

### Specialties

Art Direction, UI/UX, Responsive Web and Email Design, eCRM, Advertising, Graphic Design, Identity Design, Logo Design, Direct Mail Design, 360-Degree Branding

### Computer Skills

Expert level in Adobe Creative Cloud, Wireframing & Storyboarding, Intermediate knowledge of HTML and CSS

### Summary

I have 19 years experience designing digital and print communications for small, medium and large B2B and B2C clients.

My design prowess comes from a strong understanding of the targeted users and creating a brand experience relevant to their consumer journey. As quickly as technology changes, the meaning of good design and importance developing the right hierarchy of content, does not. Whatever the interactive application – web, mobile or social – I have extensive experience in executing concepts from start to completion, utilizing all media to promote a brand's value.

### Awards

(6) 2011-2014 DMAD

(3) 2015 MarCom Platinum

(2) 2015 IABC Gold Quill

(5) 2014-2015 Hermes

### Education

**The Art Institute Pittsburgh, PA**

**Bachelor Degree**

1999-2001

2005-2007 (Online)

Graduated with Honors

### Design Experience

**OneMagnify** • Detroit MI May 2018 - 2019

**Senior Interactive Designer**

**After acquiring several businesses, Marketing Associates rebranded and changed their name to OneMagnify in 2018.**

- Art directed and designed digital promotional materials for Ford and Whirlpool® Brands
- Created desktop and mobile wireframes and interactive/accessibility designs for the new Ford Upfits website while working with copywriters for overall site tone and consistency
- Presented design work to internal stakeholders and worked on a team with associate creative directors, designers, developers and project managers for 360-degree branding

**Marketing Associates** • Detroit MI January 2007 - May 2018

**Senior Interactive Designer 2012 - 2018**

**A 400+ person advertising and marketing agency headquartered in Detroit that combines analytics with creative to provide clients with high-quality, unique consumer experiences that deliver results.**

- Incorporated research such as competitive analysis to create A/B test plans and shared results with stakeholders and internal teams
- Leverage current email and landing page best practices to develop an internal workflow and a benchmark process to insure quality across multiple clients
- Designed and collaborated with writers on the CAT Footwear EASE product launch for both international and regional stores
- Expanded KitchenAid®'s eCRM model to other Whirlpool® brands based on past program performance

**Interactive Designer 2010 - 2012**

- Worked closely with Account and Strategy teams to design, develop and create content for KitchenAid®'s eCRM program
- Played a key role in new business pitches designing integrated campaigns and presentation materials
- Created Facebook quizzes related emails for Hush Puppies fashion awareness champions

**Multi-Media Designer 2007 - 2010**

- Lead digital designer for MA's website brand re-design
- Designed and managed Ford's first College Grad Facebook fanpage for lead generation goals
- Composed and developed flash animations, banner ads and interactive web pages