

# Taylor A. James

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## WORK EXPERIENCE

### In-House Graphic Designer

**The Alger James LLC.** | April 2021 - Current

- Worked independently to create graphic materials such as flyers and video content for social media, which helped to increase engagement across platforms.
- Created branding for the company, which helped to improve brand recognition and organization.
- Utilized research to help understand brand direction, and target market.
- Designed pitch decks, and other visuals to help with business-to-business communication and consumer experience.

### Freelance Designer

**The Hendley Foundation** | Contract 2021

- Created different motion graphics for commercials to bring awareness to members.
- UX Design. Redesigned website to improve user experience.
- Used layout & typography design to create different promotional materials for events.
- Helped increase website traffic flow and other site conversions.

### Graphic Designer

**Presente.Org** | August 2020 – April 2021

- Created different graphic materials to communicate political policies.
- Helped create social media flyers for collaborations with She The People and Eaton DC.
- Made different edits from critiques and met tight deadlines.
- Designed different business stationery such as thank you cards, infographics, and announcements.

### Junior Designer/Marketing Coordinator

**Radford University Student Involvement** | August 2020 – May 2021

- Created and printed different graphic materials such as posters, flyers, social media content.
- Shot and edited video to create organization awareness.
- Performed secretarial duties such as answering calls, taking messages, and setting up appointments.
- Worked with a marketing team to review feedback and to discuss the best way to approach different project guidelines.

## EDUCATION

**Radford University | B.F.A Graphic Design 2021**

Minor in Marketing

## SKILLS

- Adobe Creative Suite | Microsoft Office | Cooperative/Team Player
- Adaptable | Prioritize/multitask several projects at a time
- Accountability | Writing | Public Speaking | Teachable