

taylor loposser

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EDUCATION

Bachelors of Fine Arts Graphic Design / Art History

University of Tennessee
2007-11

Associates in Science Business

Walters State Community College
2004-07

PROFECIENCIES

Figma
Sketch
Photoshop
Illustrator
InDeisgn
Asana
HTML /CSS
G Suite

INTERESTS

User Experience
Public Speaking
Design Education
Email Design
Accessibility in Design
Design for Inclusion

PROFILE

Over my career, I've built extensive experience with developing and maintaining design standards, as well as processes to improve functionality. My specialties include brand identity, email design, and user experiences. The use of an empathetic approach to design helps me build connections with audiences that produce a holistic solution that provides impact and promotes engagement.

The use of data and user behavior is the foundation to my design process. Through continuous exploration of human-centered design, I create solutions that are both effective in marketing and create an intentional, meaningful experience.

WORK EXPERIENCE

Art Director

CM Group | 2018-Present

As the leader for the Creative Service team, my role is to direct, inspire, lead and support all levels of design and creative talent across the brands within the CM Group portfolio (Campaign Monitor, Emma, Liveclicker, Sailthru, Selligent, Delivra, Cheetah Digital and Vuture).

- Maintain the harmonious relationship between the goals of our individual teams and the goals that promote the health of the individual brands/products.
- Nurture a team of designers and copywriters by advancing a positive and highly productive design culture.
- Develop processes and solutions that support a sustainable work load for an expanding company.
- Lead rebranding projects for existing brands to advance their growth and emphasize differentiation within our portfolio as well as the marketplace.
- Thought leadership through speaking engagements by sharing my expertise in topics like: Impactful Engagement in Email, Branding Best Practices and Inclusive Design.

Email Designer & Developer

CM Group | 2016-18

In this role, I worked directly with clients of Emma and Campaign Monitor to design and develop campaigns, graphics, and templates with their specific branding and goals in mind.

- Managed the entirety of the project including: customer communications, setting deadlines, delivering design proofs and pitches, and HTML development of the finalized template.
- Served as a leader to the Design Coordinator and other Email Designers through education about email design and development best practices.
- Additional responsibilities included coordinating the design schedule, troubleshooting teammates' code, and leading regular Design Team meetings.

Publication Designer

Gannett | 2014-16

As a designer for the Features Team, I produced daily pages and special projects, including a biannual magazine. This job required me to imagine ways to tell stories visually, through inspired type treatments and page layouts with accelerated deadlines. The role offered a collaborative experience with editors and journalists to produce quality results in a historical environment.