



MORGAN NEWHAM

freelance graphic designer

work experience

PING IDENTITY

Senior Design Lead DEC 2018 - PRESENT

Senior Graphic Designer MAY 2015 - DEC 2018

Design and manage marketing materials for web, print & events across the company. Design lead for multiple departments and vendors from start to finish on projects. Strengthened the relationship between the design & events teams. Redesigned brand style guide and all supporting digital, event and collateral standards. Created diagram standardization template for consistent diagrams across the company. Interviewed stake holders and worked cross department to re-design Ping Identity's website, improving bounce rate by 10%.

PAUL'S TV

Graphic Designer (Contract) JAN 2013 - MAR 2014

Primary designer for newspaper ads and promotional emails. Collaborated with the marketing director. Produced new & fresh designs under very tight deadlines. Supplied print-ready files to multiple vendors/printers through different delivery processes. Rolled with the punches.

SPORTS AUTHORITY

Senior Digital Designer MAY 2011 - JAN 2013

Lead e-commerce designer for all digital properties, focusing on reducing friction and creating a seamless user experience for customers. Conceptualized and created designs for emails, web banners and microsites. Developed new ideas each quarter for upcoming seasons as a member of the Brand & Marketing think tank.

MERKLE

Graphic Designer JUL 2007 - MAY 2011

The beginning of it all! Learned the ropes for design & the agency world. Designed emails, microsites & mobile sites for accounts including DIRECTV, Samsung, TGI Friday's, High Plains Bison & Feeding America. Communicated with copywriters, art directors & account managers to deliver on all client requests.

education

ART INSTITUTE OF COLORADO

Associates of Applied Science (A.A.S.)

SEP 2004 - AUG 2007

skills

PROGRAM

Adobe Photoshop
 Adobe Illustrator
 Adobe InDesign
 Sketch
 Keynote
 Powerpoint

PROFESSIONAL

Innovative
 Agile
 Easy-going
 Collaborative
 Highly efficient