

arthur charles edwards

Mobile: 352.283.2180
Arthur.Edwards321@gmail.com
designbyarthur.com

Specialties & Expertise

User Interface Design
Responsive Website Design
Adobe Creative Suite
High-Fidelity Mockups
Presenting Design Solutions
Cross-Functional Collaboration
Marketing & Advertising
Design Systems

Technical Skills

Proficient

Adobe XD/Figma/Sketch
Adobe Illustrator/Adobe Photoshop
Adobe InDesign/High-Fidelity Mockups
Responsive Web Design/Design Systems
Bootstrap 5/Google Drive/Zoom
Drawing/Painting/Sketching
Accessibility/Styleguides

Efficient

HTMLCSS/SASS/SCSS
React JS/ Wireframes/Microsoft Office
Microsoft Powerpoint/Foundation Zurb
Git Version Control/Adobe After Effects
Adobe Premiere Pro

Working Knowledge

Photography
JavaScript
Adobe Lightroom
Node Package Manager

Certifications

HTML at W3 Schools
CSS at W3 Schools

Sr. Visual Designer | User Interface Designer | Front End Enthusiast

Seasoned Visual Designer with over a decade of experience in collaborative, cross-functional teams. Expertise in crafting web applications, design systems, and compelling marketing campaigns. Open to both on-site and remote design opportunities.

Experience

2023-2024 8 months	1876 Productions (AT&T) (Remote) <i>Digital and Visual Designer</i> Created high-fidelity design work for multiple departments at 1876 Productions Studio. This creative studio produces high-fidelity design assets for AT&T marketing campaigns. These included in-store print advertisements, email marketing campaigns, and brand style guides. The campaigns advertised new communication services with the latest Apple and Samsung devices to AT&T customers.
2020-2023	Newfold Digital (Formally Web.com) (Jacksonville, FL) <i>Visual Designer</i> Created designs for customer-facing websites with Figma and Adobe Experience Manager. Designed marketing campaigns for the seven major brands associated with Newfold. These campaigns consisted of social media and direct-to-consumer ads. Made original animations to support major promotions and products to consumers. Coded emails in HTML, CSS, and PHP to make a clear call to action to produce sales.
2018-2020	Florida Blue (Jacksonville, FL) <i>User Interface Designer</i> The visual designs I created assisted the success of multiple web applications for the five million Florida Blue members. Leveraged wireframes provided to produce native app design, responsive web design, and create high-fidelity mockups. On several occasions, I did front-end development and worked on the SASS settings files for the 26 clients of Florida Blue. Notable projects include the corporate website redesign and Billing Application.
2017-2018	Fidelity Information Services (Jacksonville, FL) <i>User Interface Designer and Front-End Developer</i> Worked with the Digital Marketing team to increase the user experience of internal and external applications. Collaborated with different teams to create digital UI kits, user personas, and high-fidelity digital designs.
2017 5 months	Guidewell Connect (Jacksonville, FL) <i>Visual Designer</i> Responsible for developing visual designs, and user personas for a healthcare application. This application compiled data from seven different backend sources for representatives to be better healthcare advocates.
2016-2017	Florida Blue (Jacksonville, FL) <i>Visual Designer</i> Created the visual design for multiple web applications that increased client acquisition by more than 100,000 users. Developed concepts with team members to produce a contemporary web experience for target users. Managed various projects in an agile work environment to meet deadlines.
2014-2015	Tonic3 (CitiBank Contract) (Jacksonville, FL) <i>Visual Designer</i> Produced user experience design with the UX design team that consisted of managing maintenance updates to the website. These updates consisted of stock photo, banner designs, and landing pages.

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Interests

Photography
Collecting vinyl records
Hiking Nature Trails
Neurology
Astronomy
Chess
Tennis
Soccer

Awards & Recognition

Jacksonville FL City Chess Championship
5th place (2018)
8th place (2016)

FSCL State Chess Championship
1st place 2001, 2003
3rd place 2002

FSCL State Chess Championship
top 20 finish 2005

USCF National Chess Championship
top 20 finish 2004
top 40 finish 2000

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Experience

2011-2014

Logic Lab Tutoring Services (Gainesville, FL) *Graphic Designer*

Created the logo, corporate identity and web design for the chess and math center in the Gainesville, FL area.

2013
3 months

University of Florida / Harn Museum of Art (Gainesville, FL) *Graphic Design Intern*

I was responsible for creating marketing materials and informational designs for the museum's events. I designed under a budgeted time on multiple projects that had similar timelines of completion.

Recommendations (See full list on LinkedIn)

Amakeda Ponds

Content Design Manager at VyStar Credit Union

Hard-working, committed, creative and innovative are only a few of the attributes that best describe Arthur professionally. I worked closely with Arthur on several projects. Despite a lot of time pressure from business, Arthur was able to stay calm, ask the right questions and provide an amazing design. He added value by providing user-friendly solutions to complex business requirements and collaborated well with the team. Any company would be lucky to have Arthur as a contributor to success.

Pankaj Bhagwat

Senior UI UX Designer

I had the chance to work with Arthur on The Billing and Payment and Cost Comparison applications of Florida Blue and I highly recommend him. In my opinion he is one of those new generation of Digital Artists with both artistic talent and technical expertise. He is very capable of Graphic Visual Design with or without supervision of a product owner making him invaluable in any task. Arthur is an excellent designer artist...looking forward to work again with him.

Hannah (Brown) Stanley

Account Executive at TEKsystems

Arthur worked as a contractor through our company and was an extremely proven resource. We were able to work with him on 3 separate contracts at our Enterprise Level Customers and received positive feedback on him throughout the duration of all of his contracts. He has a great personality, has good communication, and would be an asset to any team he is a part of!

Education

2005-2009

Savannah College of Art and Design
B.F.A. in Painting

2010-2012

Savannah College of Art and Design
Graphic Design Credit Hours