

JUSTIN PRATT

SENIOR VISUAL DESIGNER

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symbolyststudio.com

OBJECTIVE

To join a refined design team, within a positive work environment, that is agile and swift in its ability to adapt and progress. To build beautiful experiences and contribute to products that enrich lives.

WORK HISTORY

2014 - Present

Senior Visual Designer at *Pottery Barn Teen*

Create all top-level visual assets for pbteen.com. Projects spanning from full page re-designs to collaborations, curated shops, banners and more are created and maintained daily. Oversee and manage the Email & Social Design Team for the brand.

*Promoted to Senior Designer 09/15

2011 - 2014

Senior Email Designer at *Pottery Barn Kids*

Lead the creation and execution of daily emails, targeted campaigns, and affiliate marketing within the eCommerce creative design team. Contributed to growth in sales, customer retention, and overall email output every year.

*Promoted to Senior Email Designer 01/14

2009 - 2011

Packaging Designer at *RoseArt*

Worked directly with Project Managers and Art Directors on packaging for the entire RoseArt line. Handled all aspects of package creation simultaneously; photography, printing, and illustration.

2008 - 2009

Graphic Designer at *Organic Sales*

Created, produced, and managed all graphic material used directly by Organic Sales. This included branding in digital and print mediums, micro-site development, and detailed visual aids for presentations and events.

EDUCATION

2008

Bachelor of Arts from *San Francisco State University*

Design & Industry Program

VALUE

- ▶ Deeply driven in the pursuit of knowledge, development and growth.
- ▶ Technically proficient throughout the Creative Suite.
- ▶ Versed in design process - from concept-pitching, to critiques, to final product launch.
- ▶ Focused on design solutions that augment business strategies and goals.
- ▶ Adaptable with respect to company structures and team processes.
- ▶ Ardent in commitment to the team, the company and the product.
- ▶ Articulate communicator who deeply values partnerships and collaboration.