



ERIN RABBITT

Visual Design | UI & UX | Art Direction | Branding

Cary, NC

813.503.7033 | erin.rabbitt@gmail.com

rabbittdesign.com

Digital and Print
Marketing / Advertising

Web Design

Visual Design
Presentation Design

User Experience

User Interface

Branding

Social Media Strategies

Project Management

Iconography / Typography

Creative, conceptual, and problem-solving design professional with more than ten years of success in developing and delivering print and digital sales, advertising, and marketing materials. Proven track record working for high-visibility clients in diverse markets, including competitive technology and pharmaceutical industries.

NN/g UX Certified designer with focus on visual design and functionality, emphasizing site layout, user experience, and seamless branding.

Skilled in developing positive business relationships through clear communication with an eye towards profitability.

TECHNICAL PROFICIENCIES

Adobe Creative Cloud: InDesign, Illustrator, Photoshop, After Effects, XD, Acrobat DC • Sketch
Smartsheet • Asana • Working knowledge of HTML, CSS, Bootstrap • CMS • Keynote • G Suite
Microsoft Office applications • Advanced PowerPoint • Pantone • Print Production • Prepress

CAREER PROGRESSION

Sprout Pharmaceuticals | Raleigh, NC MULTIMEDIA DESIGNER

08.2018—Present

Delivering multimedia design solutions for branded Addyi and HSDD disease state awareness consumer and physician campaigns. Leveraging SEO, social media advertising, and influencer campaign strategies to push consumers towards telemedicine conversion using data insights to inform design revisions and increase appointments booked online.

- Leading messaging strategy, user journey, and design of addyi.com and addyi.ca from initial wireframes through final high-fidelity mockups—coordinating with development to implement design while adhering to strict FDA guidelines
- Conceptualizing and designing video Facebook and Instagram conversion focused ad campaigns for both branded drug and disease awareness campaigns. Coordinating with the team at Facebook to fine tune strategy and increase reach to target consumers
- Designing field sales team collateral including print brochures, interactive digital detail aids, waiting room cards and videos, leave behinds, trade show banners, and PowerPoint presentations

PeopleFluent | Raleigh, NC VISUAL DESIGNER

09.2017—07.2018

Worked closely with product and demand generation teams to rapidly deploy solutions that produced significant increases in year-over-year KPIs for form completions, email click-to-open ratio, and opportunity conversion rate. Evolved brand through strategic design decisions.

- Design lead for tactical programs that included conversion-focused campaigns, ebooks, landing pages, direct mail, trade shows, digital advertising, blogs, social media and email programs
- Complete overhaul of the PeopleFluent blog, responsible for UX, UI wireframes, high-fidelity mockups and post-development Q/A
- Designed and distributed company wide PowerPoint master slides—responsible for C-suite and global analyst review presentations
- Lead and supervisor for contract designers—coordinating work and workflow, providing art direction and brand guidance
- Defined design production and project management processes in Asana, identifying improvements, and driving team efficiency

IBM | RTP, NC VISUAL DESIGNER

04.2017—09.2017

Marketing and Sales Content Services Organization
IBM Digital Services Business Group

While adhering to strict global style guidelines, collaborated with internal sponsors from multiple business units on a variety of global marketing collateral to further sales and engagement.

- Developed multiple concepts for quarterly thought leadership publication targeting high-level executives in the banking vertical
- While adhering to multiple business unit brand and legal guidelines, created invitations, white papers, brochures, and PowerPoint presentations for worldwide distribution and lead generation

DUDE SOLUTIONS | Cary, NC

02.2016—02.2017

DESIGNER

Boosted go-to-market efforts across five vertical market divisions through the creation of digital, print, and email marketing. Developed internal and external brands and supported the business across functional teams to further cloud-based data management systems for all clients.

- Increased leads and website engagement through redesign of responsive website UI informed by site analytics and heat-mapping
- In collaboration with the Director of Brand, authored new corporate visual brand guidelines and executed them in the creation of templates for digital, print, and email marketing collateral
- Teamed with UX designers and developers to ensure visual design brand compliance in learning management system (LMS) software product

OXFORD UNIVERSITY PRESS | Cary, NC

01.2012—02.2016

DESIGNER

Conceptualized and designed high-quality global marketing and promotional materials, including websites, infographics, email campaigns, social-media, brochures, ads, and catalogs. Collaborated remotely with multidisciplinary teams in the UK and New York. Managed multiple international marketing channels according to established schedules and budgets. Trained and mentored temps, interns, and junior designers.

- Increased functionality and visual design of company's United States website while adhering to strict global style guidelines
- Managed performance and work quality of freelance designers
- Created display materials for trade shows and New York Madison Avenue windows

FREELANCE | Raleigh, NC

04.2008—01.2012

ART DIRECTOR & DESIGNER

Developed creative concepts and impactful print and online marketing and communication materials while adhering to clients' budgets and timelines. Researched and negotiated with printers and other vendors based on pricing and quality. Prepared files for printer, ensured timely delivery, and inspected/approved quality of final products. Fostered relationships with existing clients while developing new accounts.

- Developed trusted working partnership with YMCA of the Triangle by demonstrating comprehensive understanding of complex branding guidelines and aiding in transition during global brand redesign
- Redesigned logo and created custom illustrations for Blue Cross and Blue Shield of North Carolina's Playdaze marketing campaign
- Created branding materials for Elle Alexander Agency, including typographic posters, custom illustrations, and hand-drawn typography

MEDTHINK COMMUNICATIONS | Raleigh, NC

04.2006—04.2008

GRAPHIC DESIGNER II

Designed concepts for pharmaceutical detail aids, ads, and client websites in compliance with strict FDA guidelines and company policies. Communicated with numerous medical journals monthly to determine ad sizes and placement. Prepared files and supervised pre-press and production phases; ensured quality of finished products.

- Created multiple RX Club Award of Excellence-winning concepts, including those for 2006 Align and Salix detail aids, 2007 MedThink Partnership direct mail campaign, and company website
- Conceptualized and designed MedThink Partnership direct mail campaign, winner of 2007 Triangle Addy Award
- Developed branding color palette, stationery system, and authored usage guidelines for all branding elements

CERTIFICATIONS & EDUCATION

NIELSEN NORMAN GROUP UX CERTIFICATE

New York, NY 2016

Courses: UX Basic Training | Emerging Patterns in Web Design | Information Architecture | Usability Testing
UXC#1015111

NC STATE WEBMASTER CERTIFICATE: DESIGN

Raleigh, NC 2010

NORTH CAROLINA STATE UNIVERSITY | Raleigh, NC

Bachelor of Graphic Design, Cum Laude
Dean's List

UNIVERSITY OF FLORIDA | Gainesville, FL

Undergraduate Studies in Graphic Design
Florida Academic Scholar, Dean's List

BUNAC INTERNATIONAL EXCHANGE PROGRAM

Independent Work/Study In New Zealand, Thailand and Australia