

# BONNIE PALMER

WWW.SOLINTERMEDIA.COM

bpalmer@solintermedia.com

248.660.3289

2863 Berkshire Drive, Troy, MI 48083

CREATIVE DESIGNER / FRONT-END DEVELOPER

www.linkedin.com/in/bpalmer14

I am a Manager of Production and Design with over 20 years of experience in creative design and 10 years in front-end development

## EXPERIENCE

### TECHNICAL

Photoshop  
Dreamweaver  
Illustrator  
InDesign  
Adobe XD  
AfterEffects  
Microsoft Office  
WordPress  
Shopify  
Bootstrap  
HTML  
CSS

### SKILLS

Graphic Design  
Web Design and Development  
App Design and Prototyping  
Project Management  
Targeted Email Campaigning  
Print Production  
UX/UI  
Motion Graphics  
Video Production  
Brand Consistency

### EDUCATION

Bachelors in Fine Arts  
1996  
Alma College, Alma, MI  
Area of Emphasis:  
Graphic Design and Illustration  
Minor: English

### REFERENCES

Available upon request



### Manager of Production and Design | AFIN Technologies | 2020 - present

Championed a team of project managers, graphic and web designers, and print coordinators through execution of B2B and B2C initiatives. Solid success directing and implementing broad range of revenue-generating design projects, from conception to launch, ensuring projects met all milestones, deadlines, and budget requirements. Problem solver and intuitively adapt to new technology and responsibilities while ensuring compliance with corporate standards. Designed and built Shopify stores, Wordpress sites, Bootstrap websites and maintained corporate websites. Ensured consistent and cohesive branding when creating websites, responsive email campaigns, social media for product launches, and print.

### Senior Web Designer & Front-end Developer | Entertainment | 2011 - 2020

Respected leader responsible for the creative design, front-end development, and optimization of websites, emails, and a variety of digital collateral. Designed, developed, and prototyped multiple apps including UX/UI. Created video and motion graphics. Using HTML, Shopify, WordPress, and Bootstrap frameworks, developed and designed websites. Implemented responsive design transition on company website and emails creating an increase in mobile click-throughs and conversion rates. Designed user flows, wireframes, and prototypes for UX/UI testing. Proven to be agile on quick turnaround projects while learning new technologies and producing high-caliber work.

### Creative Developer | Fluency Media | 2007 - 2011

Produced design concepts and coded website designs, email marketing, flash animations, and social media. Implemented front-end HTML and CSS code in static and dynamic environments in WordPress. Agency client work included MEDC (Pure Michigan), Quiznos, Tropicana Las Vegas, Maaco, and Johnson & Johnson.

### Creative Director | The Nailco Group | 2003 - 2007

Executed and created initiatives and overseeing other designers on main projects. Design projects range from web graphics and animations, email blasts, catalogs, magazine layouts, brochures, logos, package design, photo retouching, video production, and illustrations. Some projects included photo shoots. Fast-paced work environment with strict deadlines.

### Graphic Designer | Ford Motor Company | 2000 - 2003

Worked directly with clients, printers, and top-tier management to create designs for marketing and sales as well as charitable groups. Projects included logos, brochures, newsletters, caricatures, computer illustrations, posters, and web animations.

### Art Director | Pride Source Corporation | 1998 - 2000

Directed design and production of the weekly newspaper and phone book from the preliminary stages to the final printing. Responsibilities included layout, design & meeting strict deadlines. Created the initial web site for company. Also designed majority of advertisements and commercial design work.

### FREELANCE | 2009-present

Continuous clients that required initial concepts to completion. This included branding, design, and websites. Also created flyers, banners, posters, email, brochures, flyers, trade show materials, logos, online learning modules, image retouching and computer illustrations.