

# Derricko Swink

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## PROFESSIONAL PROFILE

Highly experienced and creative Graphic Specialist with a proven track record in corporate design, web design, marketing multimedia, and print design. Exceptional collaborative and interpersonal skills, adept at delivering innovative solutions that captivate and engage audiences. Seeking to leverage over a decade of design expertise to excel in a creative specialist role.

## TECHNICAL SKILLS

- Experienced at producing high-end business-to-business and consumer-facing designs; talented at building and maintaining partnerships.
- Passionate and accustomed to performing in deadline-driven environments.
- Over ten years of professional experience in Graphic Design, Web Development, Strategic Planning and Marketing.
- Advanced skillset and knowledge of current industry-leading Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Premiere, and Adobe Lightroom.
- Proficient in Microsoft Office 365, Proficient in Microsoft PowerPoint, Microsoft Excel, Microsoft Word, and Microsoft Outlook.
- Experienced in UX/UI Design with a demonstrated history of successfully launching corporate global products under esteemed creative leadership.
- Ability to create and manage creative strategies to help improve and maintain a company's image.
- Leader and self-starter with the ability to effectively convey ideas to both small and large organizations.
- Strong interpersonal and communication skills, coupled with a keen ability to work with cross-functional teams.
- Provides excellent customer support, providing timely resolutions to produce quality results.
- Empathizing with users by creating empathy maps, personas, user stories, and user journey maps
- Defining user pain points
- Ideating design solutions using Crazy Eights, How Might We, and competitive audits
- Creating wireframes and prototypes on paper and digitally
- Developing mockups using visual design elements and principles
- Designing in Figma and Adobe XD
- Conducting interviews and usability studies
- Considering accessibility at every point in the design process

## PROFESSIONAL EXPERIENCE

Global Payments

**Graphic Specialist**

Jan 2022 – Feb 2024

- Provide creative direction for TSYS global products using modern UX/UI principles and animations.
- Design and test usability of digital banking products using Figma to improve overall UX (user experience).
- Design and animate assets to be used in a variety of formats including, but not limited to: video, illustrations, data visualizations, web design, and animated GIFs.
- Create graphic elements, icon libraries, and animations to help showcase GP's great products.
- Create and maintain creative asset libraries that support scalable designs.
- Emphasize on the user journey while offering recommendations on how to enhance them.
- Build design systems to scale across channels suited for any platform, dimension, and user interface.
- Generate diverse design concepts.
- Work closely with engineers and product owners to establish a clear strategy and vision for GP's products, aiming for an exceptional user experience.

The Swink Agency (freelance)

**Creative Marketing Director**

Sept 2019 – Dec 2021

- Conceptualize new solutions for a digital world while serving as the creative lead; partner with content creators & strategist to ensure quality control and account deliverables are achieved.
- Create visual concepts, using computer software to communicate ideas that inspire, inform, and captivate consumers.
- Lead a team of Strategists & Graphic Designers, and Videographers in a demanding, fast-moving environment.
- Plan the layout and visuals for digital products and advertising.
- Create and maintain a vision for a company's products and branding.
- Research new product presentation methods and implement tools to increase daily process efficiency contributing to higher quality product offering and customer satisfaction.

Delta Air Lines

**Senior Graphic Designer**

Mar 2018 – Mar 2020

- Provided creative direction for multiple campaign initiatives Acquisition, Global Talent Management, HR Communications, Diversity & Inclusion, Delta Leaders, etc.
- Designed HR creative assets (internal / external) to communicate to 80,000+ Delta employees via email, social media, mobile, and digital channels.
- Conferred with clients to discuss and determine layout design.
- Created designs, concepts, and final layouts, based on knowledge of layout principles and esthetic design concepts.
- Determined size and arrangement of illustrative material and copy and select style and size of type.
- Developed graphics and layouts for product illustrations, company logos, and websites.
- Created charts, graphs, and illustrations for manager's presentations.
- Maintained an archive of images, photos, and previous work products.
- Marked up, paste, and assemble final layouts to prepare layouts for print vendor

National Vision (The Creative Group)

**Graphic Specialist**

July 2017 – Sept 2017

- Design, code, and tweak HTML and JavaScript for email campaigns. (Database 100K +)
- Provided creative direction for emails based on previous campaigns for better success rates.
- Met with sales consultants to discuss brand awareness, product placement, design, etc.
- Created and designed graphic visuals via live call and shared screen visible by clients, consultants, and sales reps for creative approval.
- Designed, built, and maintained web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Developed graphics and layouts for product illustrations, company logos, and Web sites.
- Built print and digital assets including advertisements, annual reports, trade show materials, direct mail, email, display ads and presentation.

Synchrony Financial (The Creative Group)

**CHD Project Manager / Graphic Designer**

Jan 2017 – Jun 2017

- Created, edited, and updated, electronic applications and/or documents into MRM system for major retail chains such as Walmart, Gap, American Eagle, and TJ Maxx.
- Ideate and develop both hand-drawn and printed charts, graphs, illustrations.
- Provided creative direction for projects based on previous campaigns for better success rates.
- Managed, read, and updated Payment Solutions/ Care Credit Matrixes.

- Designed custom graphics and templates for documents using Adobe Photoshop, Adobe Dreamweaver, Adobe Illustrator, and Adobe InDesign, and Microsoft PowerPoint.
- Built print and digital assets including advertisements, annual reports, trade show materials, direct mail, email, display ads and presentation.
- Designed and managed 508 Compliance documentation.
- Met with financial consultants to discuss brand awareness, product placement, design, etc.

Yellow Pages

**Sr. Graphic Designer**

Jul 2013 – Sept 2016

- Created and designed graphic designs via live call and shared screen visible by clients, consultants, and sales reps for creative approval.
- Designed, built, and maintained web sites, using authoring or scripting languages, content creation tools, management tools, and digital media.
- Specified typography; specifies ink and paper combinations; produces electronic files for printing.
- Created illustrations, designed, and deployed HTML email campaigns through YPdirect and Email on Acid.
- Built print and digital assets including advertisements, annual reports, trade show materials, direct mail, email, display ads and presentation.
- Refreshed, updated, and processed new layouts on a continual basis.

Alabama Touchdown Magazine

**Graphic Designer**

Aug 2012 – Feb 2013

- Assisted with information architecture and navigation of magazines and websites from a design perspective.
- Created web-ready artwork and Html files for websites.
- Specified typography; specifies ink and paper combinations; produces electronic files for printing.
- Provided art direction to marketing team and approved layout content.
- Designed appealing ads catered towards advertiser's demographic.
- Designed front cover and back of magazine.
- Created illustrations and drawings.
- Prepared photographic suggestions for publications.
- Cropped and sized photographs.

EDUCATION

Associate of Applied Science in Web Graphic Design, DeVry University, 2014

Google UX Design Certificate, Coursera, 2023

Bachelor of Computer Science, Southern New Hampshire University, 2023 - present

SKILLSET

Adobe Creative Suite – 10 years+ (Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Lightroom)

Google G Suite – 10 years+

Figma – 3 years+

Python, Java, SQL – 1 year