

LELYNN RUGGLES

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Senior Graphic-Motion-Visual Designer / Marketing Coordinator

Graphic Design • Marketing • Advertising • SWOT Analysis • Photography • Brochure Production • Technical Editing
Team Leadership • Video Production & Editing • Display Advertising • Social Media Marketing • Online Advertising • UI Design

Qualifications Profile

- Extremely organized, creative, and self-motivated individual with experience in graphic design, audio and video production, marketing, and strategic planning
- Good understanding of contemporary media and evolving technologies and their place in the professional environment, along with ability to conceptualize, plan, and execute design projects from brief to completion within a stipulated timeframe and in accordance with current industry standards
- Strong focus on contributing to organizational growth and improving operational efficiency of internal departments
- Outstanding ability to lead and create advertising campaigns and drive revenue and market share growth
- Vast knowledge and experience in various aspects of digital media, advertising, branding, and photography
- Strong ability to work as a part of a team or independently while remaining adaptable to diverse responsibilities
- Expertise in mentoring young professionals and critiquing creative to encourage strong design concepts
- Great presentation, analytical, interpersonal, and communication skills (both oral and written)
- Proficiency in the use of various software (MS Office Suite, Adobe Photoshop, Illustrator, AfterEffects, Premiere, InDesign, Bridge, Audacity Sound Editor, Google Sketch-up, etc.)

Professional Experience

Senior Graphic Designer / Motion Graphics Designer / Marketing Coordinator

Aiphone Corporation, Bellevue, WA

2002-Present

Responsible for introducing effective advertising strategies to support new and existing products. Write copy and design artwork for national advertising campaigns (printed and web ads). Create and produce animated marketing videos demonstrating new products and vertical market solutions for use domestically and internationally. Record and edit sound for IP intercom alerts and notifications. Create product brochures for distributors, dealers, and consumers. Assist Engineering with user manual rewrites and product terminology. Produce videos and playlists in collaboration with Technical Support Department to decrease customer call-in rates. Proactively analyze marketing tools of competitors to improve the company's new product release strategy. Negotiate with printers and advertising representatives to secure best pricing and opportunities for the company's products. Schedule and coordinate photo shoots at various locations. Train new staff on Adobe software utilization.

- Created user interface for IP-based intercom product
- As Team Leader, streamlined Delivery Performance meetings to reduce frequency by 80%
- Coordinated the transition of Technical Support Department to Adobe software for manual writing, thus increasing productivity of all interactions between Marketing and Technical Support
- Designed the company's first North American catalog, resulting in the permanent transfer of literature production from Japan to USA resulting in recognition as the 'Employee of the Year'

Senior Designer / Brand Packaging Designer / Product Photographer

Plugable Technologies, Bellevue, WA

2012-Present

Design artwork for blister pack and cardboard packaging for the company's product line. Meet with the higher management to discuss initial requirements. Utilize excellent understanding of the target audiences. Work closely with other team members to generate creative ideas and concepts and meet the initial requirements. Photograph and edit product images used on packaging, websites, and Amazon listings. Analyze data and design of current website for future improvements aimed at increasing sales. Communicate with Chinese vendors to collect various materials required for product launch. Work with Technical Team to write and edit user manuals. Create graphics to educate consumers on the proper use of products and decrease the amount of support emails.

- Organized file structure to guarantee proper delivery of artwork and manuals to international vendors
- Trained team on proper editing techniques to streamline manual writing process
- Updated packaging designs to reflect the next generation of products

Auxiliary Experience

Board Member, Palazzo Homeowners Association (2014-Present)

Education

Marketing Management Certification • University of Washington, Seattle, WA
Bachelor of Arts • University of California Santa Cruz, Santa Cruz, CA