

## Cadient

Sep 2018 - Jan 2019

### Senior Interactive Designer

Freelancing on-site at Cadient, I was responsible for various interactive design projects to assist their creative team.

- I worked with healthcare brands such as; AstraZeneca, Voices of MPN, and Abbott. Learning and adapting to their branding
- Designed brochures, convention assets such as wall displays and interactive touch screen displays, assisted in website designs, and mobile-friendly page layouts
- Worked closely with the Abbot brand in December 2018, to provide website critique and suggestions for their redesign for cardiovascular pages

## Graco Children's Products

Jul 2018 - Sep 2018

### Web Designer

Lead UI/UX web designer for a new Graco Children's Products eCommerce website (uk), Currently in development. Responsible for the following:

- Designing multiple wireframe concepts for the initial release and future release phases
- Planned out and problem solved UI/UX solutions for the site with the client's needs in mind
- Evolved the wireframe concepts and finalized the designs for the following; Homepage, Category pages, Product pages, Site header and footer, Navigation windows and sticky navigation, Support pages such as the Terms of Service, 'Where to Buy' page, Contact Us page, About Us page, and the Coming Soon Page
- Maintained current Graco branding while still giving the design a fresh and unique look from other current graco websites in other countries

## Iron Mountains

Oct 2017 - Jul 2018

### Graphic Designer / Interactive Designer

I worked as a freelance Graphic Designer for Iron Mountains, a baby product developer whos clients include; Joie, Graco, and Nuna. In the time I freelanced full-time, I have accomplished the following:

- For the Joie brand, I designed new responsive Landing and Product pages for their upcoming Signature line as well as for their partnership with Liverpool Football Club line of products. I applied their unique branding styles as well as my UX and UI knowledge to create an engaging, clean, and informative experience
- Obtained valuable print experience by developing and designing 7 product cartons fashioned for the Liverpool Football Club line, all of which had unique carton sizes I adapted the overall design to. I also created point of purchase tags and translation tags for each
- Produced various other carton designs, as well as social content for Facebook and Instagram for the Joie brand
- Revamped the design for Iron Mountains stationary along with their social media imagery for LinkedIn and Facebook
- Assisted in the annual Graco presentation, where Iron Mountains showcases new baby product designs to Graco Baby Products. Illustrated vector icons and logos some of which were printed as vinyl graphics and applied to the products, adapted the branding created for the presentation to create a large number of sell sheets along with a table of contents to match, and designed a large number of point of purchase tags, which called out the features of the product
- Developed social media posts for Instagram and Facebook for all 2018 holidays, including some Turkish holidays as well
- Designed a website for their in-house research and modeling company, Genspan Baby Group

AL  
STILLMAN

Graphic Artist

PORTFOLIO

AlStillman.com

EDUCATION

Hussian College  
School of Art  
Philadelphia, PA

Four-Year Associate  
Degree in  
Specialized Technology

EXPERIENCE

Pet360 Inc.

Oct 2015 - Oct 2017

Graphic Designer / Interactive Designer

As an Interactive Designer for PetSmart subsidiaries Pet360 and PetFoodDirect, I was responsible for producing a wide variety of design content for both brands. I created visually appealing creative assets that showcase featured sales, products and promotions, effectively growing company revenue. The customer journey was a priority for each piece of creative I designed. I leveraged current industry trends and best practices for UX and UI with a focus on mobile responsiveness. Projects include:

- Promotional emails for both brands
- Supportive site assets for sales and promotions
- Social content for Facebook, Instagram and Twitter
- Creative photography for miscellaneous product promotions
- Greatly involved in the Pet360 Pharmacy initiative by redesigning the Rx Landing page, designing elements for the Pet360 Pharmacy video, and assisting in the redesign of prescription product pages
- Design of several comprehensive landing page experiences featuring commerce and educational content
- Vendor-funded sold campaigns, including emails and corresponding site banners
- Redesign of PetFoodDirect header and navigation, as well as Pet360 category pages
- Print pieces: box inserts and customer correspondence cards
- A full cross-channel holiday campaign for PetFoodDirect, including a Holiday Shop, Black Friday and Cyber Monday landing pages, social content, and promotional emails
- Maintenance of in-house style guide and library of product photography
- Training of freelance designers

3Encores, LLC.

Jul 2015 - Jan 2016

Graphic Designer

Responsible for creating an assortment of various graphic design deliverables for the company and clients of 3Encores, LLC. With my knowledge of layout principles and design aesthetics, I was able to accomplish an array of projects including:

- 3Encores, LLC mobile app introduction screen, email newsletter wireframes, and an infographic highlighting the company's services
- Logo, business card and promotional photo canvas designs for Tirzah Farm, a wedding venue
- Using Adobe InDesign, I created informational book designs for equestrians Buck Davidson and Andrea Davidson to promote their career highlights and current horse riding sponsors while maintaining a consistent look and feel with their existing individual websites
- Facebook covers for ESCAPE, a themed event company, as well as paintball store MN Pro Paintball

Creative Circle

Jul 2015 - Apr 2016

Freelance Graphic Designer

Working with Creative Circle, I have acquired a number of freelance opportunities. One of these contracts eventually grew into a full-time position. Clients include:

- Campbell's Soup, partnered with the NFL and the Philadelphia Eagles
- Using Adobe Illustrator and Photoshop, I designed a large-scale truck wrap layout featuring provided images and copy
- Due to the high-profile nature of these clients, I saw this creative through several important approvals from the design and legal teams for both Campbell's and the NFL
- The truck wrap design was featured at a Monday night game versus the New York Giants at Lincoln Financial Field
- I continued freelancing for Campbell's Soup in August 2017; editing promotional booklet designs, creating social assets, and applying updated photography to their website assets

TRAC Intermodal, an equipment provider

- Provided with the logo and a tagline, I designed and illustrated a T-shirt for the company's outing to an amusement park

Pet360, Inc.

- I was brought on as a temporary graphic designer in October 2015 to assist with the e-commerce holiday workload for Pet360.com and PetFoodDirect.com
- Shortly after, I accepted a full-time offer to join the Creative team

 View More on LinkedIn:  
[/in/alstillman](https://www.linkedin.com/in/alstillman)