

# TAYLOR A HENRY

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## EDUCATION:

Truman State University - Kirksville, MO

Double Major:

B.F.A. Visual Communications

B.A. Studio Art: Ceramics

## WORK EXPERIENCE:

### ▶ Wysocke Design LLC: Owner / Graphic Designer

October 2011 - Present

Design event invitations and collateral. Design logos and icons for technology companies that enhance user experience and simplify graphic interfaces. Lay out bi-weekly corporate newspaper, both print and interactive PDF versions. Work in a team to transition the print version into a digital-only version and cut production time in half. Work with content creators to refine and enhance presentations with custom graphics, icons and an overall consistent look & feel. Create graphics for scientific journals. Design, lay-out and project manage a 200+ page history book, *Shadowmakers*. Create custom fine-art on commission, including paintings, ceramic sculptures and drawings using various media. Responsible for purchasing, marketing, photography, shipping, accounting and customer service as the sole proprietor of my LLC.

### ▶ American Society of Radiologic Technologists: Graphic Designer

December 2013 - April 2019

Lead Graphic Designer

April 2019 - August 2019

Responsible for a variety of promotional print material such as direct mail, brochures, pamphlets, annual reports and fliers, each with their own identity while adhering to the graphic standards of the organization. Created static and animated email, web and social media graphics. Designed custom conference collateral across multiple platforms: print and web advertisements, presentation templates, mobile apps, social media graphics, print and digital signage and a printed publication. Served as on-site event photographer at conferences, responsible for editing and adding metadata to all photographs. Designed, laid-out and created custom technical and scientific illustrations for ASRT's bi-monthly scientific journal, *Radiologic Technology*. Researched, tested and implemented a new software that cut journal production time in half. Created custom PDF forms for both internal and external use. Frequently worked in teams to achieve project success and was comfortable leading teams in discussion. Mentored and led new hires in both the graphic design department and communications department. Was selected to participate in a 2-part leadership course through the University of New Mexico. Was an active member of ASRT's Lean In group.

### ▶ eBoxers Inc.: Art Director / Lead Graphic Designer

October 2009 - June 2013

Lead graphic designer and art director for the company. Responsible for photo shoot art direction, editor of all photography, designed weekly e-newsletters and all corporate collateral. Worked directly with the web developer on the company's two websites, designing graphics, styling and layout in order to maximize customer traffic and revenue. Efforts helped increase company revenue by 30% my initial year. Responsible for working with printers when developing print collateral. Helped introduce video to our retail site through video art direction and performing the final video editing.

### ▶ Schupp Company: Art Director Intern

Internships 2008 & 2009

Developed campaign for Pujols Family Foundation, worked directly with clients, designed print advertisements, web banners and product branding. Developed promotional event campaign for the St. Louis Society for the Blind and Visually Impaired wine tasting fundraiser (received Addy award).

## SKILLS:

- ▶ Extensive experience with Adobe Illustrator, Photoshop, InDesign & Premiere Pro (Windows & Macintosh Platforms).
- ▶ Experience with Adobe InCopy, Dreamweaver, Captivate, AfterEffects, Monday, eXtyles & PhaseOne's Capture One.
- ▶ Extensive experience with all Microsoft Office Programs and SharePoint (Windows & Macintosh Platforms).
- ▶ Google Analytics, HTML & CSS basic knowledge.

## ADDITIONAL INFORMATION:

- ▶ New Mexico Potters and Clay Artists Board Member
- ▶ Lean In group member at ASRT
- ▶ 3 Gold Local Addy Awards (St. Louis)
- ▶ Silver Regional Addy Award
- ▶ Active DOE L Clearance

2019 - 2020

2014 - 2019

2010

2010

**PORTFOLIO:** [www.wysockedesign.com](http://www.wysockedesign.com)