

Tom Parsons

Multimedia Designer

tomp Parsons.io

Experience

Graphic Designer

23K Studios: May 2022 - Present

- Works as a design generalist at an ad agency with global clients, including Fortune 500 companies
- Supports the internal creative team with a unique skillset combining graphic, motion and interactive design
- Uses a user-centered approach to design and prototype landing pages, email newsletters and user interfaces
- Builds storyboards, edits promotional videos and animates motion graphics
- Creates multimedia assets—from brainstorm to execution—for SAP, AWS, GSK, CSL Behring, and other brands

Designer (Interactive, Motion, Graphic)

Freelance: January 2019 - Present

- Ideates and designs wireframes, sitemaps and prototypes using Figma, Adobe XD, Sketch, Illustrator, After Effects and Photoshop
- Delivers functional, responsive websites from design to release using Webflow
- Uses UI/UX principles to perform user testing and determines user needs, functional requirements and areas of weakness
- Designs digital, print and video marketing materials for companies including: McKinstry, Habitat for Humanity, Cylent and others

Multimedia Designer

WH inc.: August 2019 - May 2022

- Worked as a designer in a high production, agency environment
- Used figma, sketch and Adobe XD to design wireframes, landing pages, interactive modules and user interfaces
- Created integrated campaigns for Philips Sonicare, Duraflame, K2, Beneteau, Helly Hansen and other national brands
- Communicated directly with clients to present ideas and refine projects based on their feedback
- Designed logos, packages, environmental graphics, printed materials, newsletters, PowerPoint presentations, animated banner ads, and other media
- Collaborated with the creative team, often training others in new skills
- Contributed to >50% of company revenue

Page Designer II

Design Studios Gannett: January 2016 - February 2019

- Designed front pages, news and sports pages for large regional newspapers
- Animated informative explainer videos for online articles using After Effects
- Consistently performed well under tight deadlines within a team

Education

B.A. Media Studies and Economics

Lafayette College - 2015

UI/UX Design Specialization Certificate

California Institute of the Arts - 2019

HTML/CSS Certificate

CodeAcademy - 2018

Contact

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Skills

- Wireframing
- Prototyping
- Interface Design
- User Testing
- Graphic Design
- Motion Design
- Video Editing/Color Correction
- Basic HTML/CSS
- Concepting

Tools

- Figma
- Adobe XD
- Sketch
- Axure
- InVision
- Webflow
- Zeplin
- Wordpress
- Mailchimp
- Illustrator
- Photoshop
- InDesign
- After Effects
- Cinema 4D
- Premiere Pro
- Final Cut Pro
- Audition
- Microsoft Office

Portfolio

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Password: Parsons

