



KORTNEY
SWEENEY

 KortneySweeney.com

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EDUCATION

The University of Florida
Gainesville, FL | 2012 – 2016

College of Journalism
and Communications

B.S., Journalism

SKILLS

Graphic Design, Art Direction,
Branding, Website Design, Landing
Page Design, UX Design

TOOLS

Photoshop, Illustrator, InDesign,
XD, Sketch, InVision, Instapage

EXPERIENCE

Implus | Durham, NC

Digital Designer | September 2018 – Present

Lead designer of dozens of emails, display ads, hero graphics and social posts while enhancing and evolving brands' look and feel.

Owned creative direction and redesign of Perfect Fitness website, which resulted in a 13000% increase in sessions and a 8900% increase in page views.

Collaborate with marketing, email, social media and development teams to produce designs that cater to targeted audiences and follow UX standards.

Project management team lead to ensure deadlines are met in a fast-paced environment.

CRISP Agency | Raleigh, NC

Art Director | August 2017 – September 2018

Lead website and UX designer at CRISP. Owned web designs from wireframes and concepts to final designs of fully responsive sites and web properties.

Owned art direction across a wide variety of projects for some of the largest logos in CRISP's book of clients, including website redesigns for Liberty Hardware and Lasko Products.

Designed logo, branding and website for CRISP's sister company Mattress Advisor. Continually designed supplemental landing pages and interactive, responsive web applications and experiences to enhance its site.

Partnered with analytics and accounts teams to A/B test, interpret user heatmaps, conduct competitor research and use consumer data to inform the web design process from wireframes to finalized designs.

Jr. Art Director | August 2016 – August 2017

Owned client branding and logo redesign project from start to finish. Led art direction and design of a website, animated microsite and dozens of landing pages from wireframes to final desktop and mobile designs.

Spearheaded design and presentation of CRISP's client holiday gifts and created a custom pattern for the printed insert, packaging and wrapping paper.

Collaborated with art directors throughout campaign development projects and significantly contributed to design assets for clients such as Tactical Assault Gear, EyeCare Partners, Bassett Furniture, and Next Gear Solutions.

Worked on multiple digital and print projects of varying types and sizes simultaneously while elevating brand standards and hitting tight deadlines.

Graphic Design Intern | May 2016 – August 2016

Branded and designed logo for CRISP's sister company Claris Finance and redesigned the website homepage for CRISP's sister company Demand Signals.

Designed display ads, social media and web graphics, emails, print ads and landing pages.

Collaborated with fellow interns to brand CRISP's internship program. Designed logo, selected color palette and assisted in creation of a marketing plan.

Orange and Blue Magazine | Art Director

Gainesville, FL | Jan 2016 – May 2016

Established brand and designed logos for the print magazine and its social media presence that catered to its target audience.

Coordinated and art directed photo shoots and owned design of 32 magazine pages.

WhatSheBuys | Graphic Design Intern

Gainesville, FL | Jan 2016 – May 2016

Designed and coded simple Web pages using HTML and CSS for the WhatSheBuys website and created promotional material.

Helped art direct photo shoots and assisted in planning design aesthetic of staged photo shoots geared toward multiple audiences.