RUSSELL CAMPBELL

CREATIVE DIRECTOR & GRAPHIC DESIGNER

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- 📅 Schedule A Call

INTRO

Hello and nice to meet you! My name is Russell Campbell, and I am a graphic designer, UI/UX Designer, and Creative Director. My passion for design was originally sparked from an early music endeavor - I was immediately drawn to the bold use of color and the sense of freedom and creativity I saw in the album art and the industry as a whole. While my high school pop punk band didn't quite work out, I have thoroughly enjoyed the career that it sparked. I love design, and I'd love to make eye-catching, impactful materials for you and your company. Let's chat!

EDUCATION

Bachelor of Fine Arts, Graphic Design
2012-2016 | Eastern Kentucky University

UI/UX Design
2018-2019 | Career Foundry

SKILLS & SOFTWARE

Adobe Creative Suite
- Branding/Identity Systems
- Print Design
- Motion Graphics
- Video Editing
- Marketing and Promotional Materials

Microsoft Office Suite
- Presentation decks
- Styled documents

Figma/Sketch
- UI Design (Wireframes, Low/Mid/High Fidelity Prototypes)
- User Testing

ClickUp, YouTrack, Pivotal
- Project Management Systems used to track progress and accountability

DESIGN EXPERIENCE

Lead Designer
Aug 2022 - Present | Forward Progress

Creative Director
Mar 2021 - Aug 2022 | Fresh Technology, Inc

- Managed a team of 3 people: wrote and managed design briefs, critiqued and reviewed submitted work, assisted in career development
- Responsible for **all** things creative: Branding and Identity, print materials, trade show materials, pitch decks, e-mail campaigns, motion graphics, website management, and more

Creative Manager
Feb 2018 - Mar 2021 | Fresh Technology, Inc

Graphic Designer
May 2016 - Feb 2018 | Fresh Technology, Inc

Graphic Design Intern
May 2015 - May 2016 | Fresh Technology, Inc

Digital Ad Designer
May 2016 - Jan 2017 | TapOnIt Mobile Deals

- Responsible for the quick turnaround design of mobile ads

UI/UX EXPERIENCE

Product Designer
Feb 2018 - Present | Fresh Technology, Inc

- Designed low/mid/high fidelity prototypes, conducted user tests, and collaborated with development teams to create both customer-facing and Back of House (BOH) restaurant ordering and management software
- Created & implemented design systems
- Assisted/Participated in the discovery & planning phase
- Worked predominantly with Agile Development Cycles