💗Paige Garland

Designer and illustrator with over 6 years expertise in user experience, branding, and illustration

Website
LinkedIn
Email

Experience

Servos, Remote — Experience Designer

August 2022–Present

- Design low-fidelity & high-fidelity mockups for ServiceNow platform
- Develop & lead client workshops as well as present & pitch designs to clients
- Interface with development teams & projects in varying phases to develop wireframes, mockups, and branding/configuration guidance
- Spearhead Servos brand refresh with Experience Team (including website, presentations, social media, & marketing collateral)

Hargrove Family of Companies, Remote — Graphic Designer

February 2020–July 2022

- Grow Hargrove's LinkedIn following 40% in 2020–2022
- Spearhead two calendar campaigns (4000+ copies delivered to 16+ offices) from design to delivery
- Launch the Tormod social media pages and the Hargrove Controls & Automation and Life Sciences division LinkedIn pages
- Write copy for social posts and design logos, print ads, trade show setups, and other collateral as needed

HCP Pumps America, Foley, AL, USA — Graphic Designer

July 2017–January 2020

- Email blasts have an average 35.1% open rate and 3.2% CTR
- Interpret and format technical curves, graphs, and data
- Develop and manage advertisements, graphics, flyers, posters & other corporate materials
- Develop and manage website and implementing SEO

Skills

User Experience & User Interface Design

Web Design

Email & Digital Design

Logos & Brand Collateral

Illustration

Social Media Marketing & Community Management

Copywriting & Editing

Content Research, Creation, and Planning

Education

Coursera, Google UX Certificate
2022–2023

University of South Alabama, Mobile, AL
2013–2017
BFA with a Concentration in Graphic Design
Honors Designation