

Mary Deane Toombs

www.marydtoombs.com

425-283-7680

mary.toombs@gmail.com

TOOLS:

InDesign

Photoshop

Acrobat

Illustrator

XD

Figma, currently learning

Excel

Outlook

Word

Shopify (e-commerce platform)

Wrike (project management)

Bynder (web asset management)

SKILLS:

Retail Design

Photo-editing

Branding

Typography

Photography

Illustration

HTML

EDUCATION:

University of South Alabama

B.F.A. Painting/Printmaking

Auburn University

Graphic Design coursework

Production Designer, Marketing Creative Studio, 2 YEARS

Zulily, Seattle WA

Delivered 20+ digital assets weekly for multiple platforms including on-site/mobile/tablet/social content reaching millions of users.

Completed design projects each bringing in between \$75k - \$500k in demand revenue.

Consistently the top producer on a team of 5 production designers while maintaining exceptional quality and adherence to brand standards.

Edited in-house and vendor-supplied imagery with industry standard software including Adobe Photoshop and AI.

Audited all design treatments for ADA accessibility standards.

Created and tested design templates for efficiency and consistency, increasing overall productivity. Created assets for A/B testing, applying learnings to future designs.

Worked on branded design for seasonal campaigns.

Creatively solved for design challenges when using existing vendor supplied assets not specifically created for our brand templates/aspect ratios.

Managed workload in Wrike, ensuring all projects were completed within timeline.

Continually developed skills and knowledge in design and marketing trends, software use and digital best practices.

Graphic Designer Marketing Content, 5 YEARS

Virtuoso, LTD., Seattle WA

Redesigned Virtuoso's monthly travel catalogs with new editorial styling/elements and created templates for freelancers to set up paid sections. Produced catalogs monthly.

Collaborated with editorial writers, photo-editors and photographers. Reviewed and approved print projects using online tools.

Designed annual directories and special projects throughout the year amounting to some 15 projects annually. Utilized digital asset management tools.

Produced branded collateral, special-edition and annual travel directories, print advertisements, customizable interactive PDFs, as well as digital assets for website.

Continually expanded my design skills by staying up-to-date with visual trends.

Graphics Coordinator, 13 YEARS

Mobile Bay Convention & Visitors Bureau, Mobile AL

Produced, start-to-finish, 500k+ visitor guides distributed nation-wide annually. Responsible for designing and managing web content and print collateral for marketing and sales efforts throughout the US and EU.

Developed positive working relationships with web, print and fulfillment suppliers.

Oversaw branding of television, radio, print and online marketing.

References Upon Request

Continued

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Graphic Design Supervisor, 11 YEARS

Publication Services, University of South Alabama

Provided design consultation for the University community to produce print materials based on project needs.

Conceived, designed and produced a wide variety of print materials including 500K admissions view-books, departmental brochures, event posters, die-cut folders/envelopes, wide-format academic displays, annual reports, and much more.

Performed press-checks, assisted in the camera/plating and bindery operations when needed. Trained in digital imposition, online proofing and direct-to-plate.

Community Involvement:

DOG SITTER FOR ROVER, 1 YEAR - ONGOING

CRISIS LINE PHONE WORKER, 2 YEARS - ONGOING
CRISIS CONNECTIONS, Seattle WA

Soft skills:

Friendly
Excellent communicator
Positive outlook
Adaptable
Creative problem-solver
Active listener
Team-player
Can-do attitude
Critical thinker
Integrity
Dependable
Organizational skills
Empathetic
Strong work ethic

Stuff I like: (in no particular order)

Cooking
Eating
Hiking
People
Dogs (mine, in particular)
Talking about cooking and eating
Reading
Laughing

References Upon Request