



TAYLOR WILLIAM EHAT MULTIMEDIA DESIGNER & DIGITAL MARKETING SPECIALIST
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Award winning multimedia designer with over 10 years of experience. Proven ability to conceptualize, orchestrate, and execute marketing campaigns that effectively reinforce and build brand image for multi-million dollar companies across diverse industries.

Creative mind with an eye for detail while understanding analytics and business intelligence. Respected leader of creative projects, multimedia communications and corporate marketing materials.

EXPERIENCE

JULY 2014 - PRESENT

Senior UI/UX Designer, Solution Stream – Lehi, UT

As part of full-service agency and member of the design team, I help conceptualize, wireframe, design and produce handcrafted web solutions for a variety of clients.

JUNE 2009 - JULY 2014

Senior Designer/Website Manager, Marketing, ADP AdvancedMD – South Jordan, UT

Under the VP of Marketing, I've worked on & managed diverse projects:

- › 300+ page website redesign, with major SEO and lead generation strategies, which resulted in over 200 keywords listed in the top 10 results on major search engines.
- › Authored and directed award winning product videos that effectively closed sales.
- › Implemented LiveBall to efficiently build, test and optimize landing page lead generation experiences.
- › Designed digital marketing assets, case studies, whitepapers, sales presentations, and brochures.
- › Conceptualized and designed the brand identity of ADP AdvancedMD after the acquisition by ADP in 2011.
- › Designed multiple trade show properties for major industry events.

SINCE AUG 2002

Freelance Designer & Owner, eHat Design – Lehi, UT

As a freelancer I've specialized in web design, SEO, lead conversion, UX/UI design, print design, branding and photography. Clients I have worked for include: Intermountain Healthcare, Sum-Media, Fatbottomline, Playworks Design, 3B Yoga and more.

OCT 2007 - JUNE 2009

Senior Marketing & UX/UI Designer, WingateWeb/Active Network – Draper, UT

Working under the VP of Marketing & Product Management, I managed many aspects of corporate branding:

- › Website SEO, and lead generation experiences
- › Provided design support and oversight of all client-facing materials for sales, training and product
- › Designed a new UI for the flagship product WingateWeb® Conference®
- › Redesigned the end-user registration experience and created standards

JUNE 2005 - AUG 2006

Senior Graphic Designer, O.C. Tanner – Salt Lake City, UT

Designed employee recognition program materials for Fortune® 500 companies such as Wells Fargo, Penske, PNC Bank, Alcoa, and Wendy's International. I worked closely with copywriters and production artists to design focused campaigns to boost employee morale and loyalty within these companies. Employee recognition packages included: brochures, web portal, posters, certificates, and reward shopping cart.

DEC 2002 - DEC 2004

Graphic Artist & Web Designer, Electronic Marketing Services – Orem, UT

Designed and developed e-commerce websites, built online marketing strategies, produced multimedia projects, designed brochures, handouts and booklets.

EDUCATION

DEC 2005

Bachelors of Science, Multimedia Communications – Utah Valley University

SKILLS & EXPERTISE

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|------------------------|--------------------------|------------------------|-----------------|
| Mac OS X | Adobe Creative Suite | Apple Final Cut Pro | Aperture |
| iWork/Microsoft Office | PHP, HTML, CSS | Javascript/jQuery | SEO/SEM |
| SiteCatalyst/Analytics | Eloqua/Pardot | LiveBall/Landing Pages | Wordpress |
| ExpressionEngine | UI/UX Design | Trade Show Design | Email Marketing |
| Product Marketing | Creative Problem Solving | Lead Generation | Brochure Design |

ACCOLADES

- 2011 Telly Award for online product video, winner amongst 12,000 entries – ADP AdvancedMD
- 2010 Telly Award for online product video, winner amongst 11,000 entries – ADP AdvancedMD
- 2006 Outstanding Employee Performance Award – O.C. Tanner
- 2005 Best of Show for Web Design – Utah Multimedia Arts Festival