



Birmingham, AL 35242  
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205-747-6196

## DEANNA MCLEAN

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### PROFESSIONAL EXPERIENCE

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#### **Blog Author**

*Elegant Themes | April 2021 - Present*

Responsible for creating original content revolving around WordPress, web design, product reviews, and the Divi WordPress theme.

Creates assets for blog posts including infographics, videos, and graphic design elements.

Resident AI expert - high level of proficiency in prompt engineering.

#### **Web Developer / Graphic Designer**

*The Cognitive Creative | May 2021 - Present*

Responsible for creation of digital assets for websites, creation of web pages, complete website builds using Adobe XD, WordPress, CSS, & HTML.

In addition to building websites, also responsible for the creation of social media graphics for all platforms (LinkedIn, Facebook, Instagram, Twitter), branding materials, and logo creation.

Creation of book layouts, book cover designs, trade show booths, magazine layouts.

#### **Digital Art Director / Senior Graphic Designer**

*Mspark, Inc. - Helena, AL | December 2007 to May 2021*

Resident "unicorn" that creates all aspects of digital design elements for blog posts, web pages, social media, and a well-crafted meme.

WordPress rock star with a panache for clean, effective design that have blessed me with 5 GDUSA interactive design awards.

Ability to juggle multiple projects: 21 client and corporate website weekly maintenance, more than 20 print ad designs per day (for both local and national brands), problem-solving skills when something bad happens.... Thankfully that doesn't happen too often, but when it does - I'm a fixer.

Ability to thrive in a face-paced, face-melting environment without breaking a sweat.

Daily use of the following programs and programming languages: Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD, Aero, Dreamweaver, WordPress, Figma, Canva, cPanel PhpMyAdmin, CSS3, HTML5



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## EDUCATION

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### **B.F.A. In Fine Arts with emphasis in Graphic Design**

2000 - 2003

University of Mississippi (Ole Miss) - Oxford, MS

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## SKILLS

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- Blog Author (5 years)
- CSS (15 years)
- HTML (15 years)
- Html5 (10 years)
- CSS3 (10 years)
- WordPress Web Development - including creating of custom post types, custom templates (12 years)
- Adobe Creative Suite (20+ years)
- Canva, Figma, Sketch (5+ years)
- Google AdWords (6 years)
- Graphic Design (20+ years)
- Search Engine Optimization (SEO) (10 years)
- Social Media Management (10 years)
- Web Design (12 years)
- E-Commerce - WooCommerce, Shipstation, Printful, Shopify (10 years)
- Layout Design (20+ years)
- Illustration (20+ years)
- Typography (20+ years)
- Email Marketing - Mailchimp, Constant Contact, Stampready, Emma Mail, Hubspot (10 years)
- Branding (15+ years)
- User Interface Design (UI) (10 years)
- Digital Marketing (10 years)
- Video Editing (2 years)



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## AWARDS

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**GDUSA Interactive Design Award**

*June 2016*

**Website Design: [www.Jobcerch.com](http://www.Jobcerch.com)**

**GDUSA Interactive Design Awards**

*June 2017 & July 2020*

**Website Design: [www.Mspark.com](http://www.Mspark.com)**

**GDUSA Interactive Design Award**

*June 2019*

**Website Design: [www.msparkraiseyourvoice.com](http://www.msparkraiseyourvoice.com)**

**GDUSA Interactive Design Award**

*June 2020*

**Website Design: [wingzone.mspark.com](http://wingzone.mspark.com)**

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## PORTFOLIO

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[www.deezgrafix.com](http://www.deezgrafix.com)

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## WRITTEN CONTENT

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<https://www.elegantthemes.com/blog/author/deanna-mclean>