

Joyia Squires

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Education

BFA, Design

Western Washington University
September 2016–June 2020

Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe AfterEffects, Adobe PremierePro, Mac OS, Windows OS, Figma, Sketch, Keynote, Powerpoint, HTML/CSS, Scribus, Canva, Typography, Branding, Illustration, UX/UI, Wireframing, Information Architecture, Prototyping, Web Design, Squarespace, Research, Type design, Handlettering, Motion graphics, Video editing, Packaging, Print production, Proofreading

Work Experience

Visual UX Designer

Toolhouse, Bellingham, WA, September 2020–February 2023

- ▶ Designed digital marketing materials for pharmaceutical clients with patient and healthcare professional audiences (B2C and B2B), maintaining a high attention to detail under strict regulations and deadlines.
- ▶ Collaborated with teams of copywriters, strategists, designers, and developers to create deliverables including cross-promotional emails, websites, social media posts, banners, and complex responsive desktop/mobile prototypes up to 200 pages in size.
- ▶ Assisted in large scale website redesigns, crafting efficient user flows, compiling thousands of web-optimized image assets, and building and maintaining design system components for high priority launch dates.
- ▶ Expanded brand systems, including illustration assets and social media campaigns to develop brands according to guidelines.
- ▶ Researched and presented best practices for UX, print, motion graphics, and social media to internal teams and clients.
- ▶ Collaborated with executive team on internal rebrand and expansion, including logo animations, promotional videos, illustrated prints, and template systems.
- ▶ Art directed and collaborated with vendors to produce client-winning motion graphics campaign.
- ▶ Lead remote brainstorm sessions with copywriters, strategists, designers, and developers.
- ▶ Provided guidance to junior designer, taught technical skills, provided project feedback, supported in internal reviews, and gave final approval on projects.
- ▶ Onboarded and trained incoming senior designers on UX software, industry regulations, brand guidelines, and Content Management System (CMS) organization.

Freelance Designer

Self-Employed, Saint Paul, MN, September 2024–Present

- ▶ Assisted in the UX/UI design of web pages in collaboration with designers, strategists, and development.
- ▶ Delivered one month's worth of social media posts under tight 2-day deadlines.
- ▶ Designed suite of banner ads.
- ▶ Collaborated with e-commerce client on website design in Squarespace and consulted on visual identity redesign.

Design Intern

Toolhouse, Bellingham, WA, June 2019–September 2020

- ▶ Edited and animated a Gold Telly Award winning promotional company video.
- ▶ Worked in parallel with senior designers on email and web design projects.
- ▶ Illustrated greeting cards and worked with a local print shop to produce 300+ final copies.
- ▶ Produced web and mobile assets, including exporting images, proofreading, and photo editing.

Graphic Design Assistant

North Sound Life, Bellingham, WA, October–December 2018

- ▶ Handlettered a custom logotype for an article series.
- ▶ Typeset articles in InDesign for local lifestyle magazine *Bellingham Alive!* under guidance of an art director.
- ▶ Fulfilled design requests for small business advertisers.
- ▶ Designed feature spreads for annual fashion issue.
- ▶ Proofread and edited typography and grammatical errors for Quality Assurance.