



About Me

I'm a motivated creative with over 10 years of professional experience specializing in web/interactive design, brand development, and graphic design. I seek to use the combination of my artistic and technical abilities to produce effective results for clients and enhance the success of an organization.

Technical Proficiency

Adobe Creative Suite

Seasoned user of Photoshop, Illustrator, InDesign, and Acrobat.

Design Collaboration Tools

Familiar with using InVision, Sketch App, and Figma for presenting projects and prototyping.

Mac OS & Windows

Project Management

Creative, resourceful, flexible, organized, and able to adapt to rapidly changing deadlines with a positive attitude and strong work ethic.

Microsoft Office apps

Extensive knowledge of Word, Excel, and PowerPoint.

HTML/CSS & Essential J-Query

Working knowledge with the ability to style and add dynamic plug-ins to enhance interaction.

Fine Arts & Photography

I experiment with different mediums: embroidery, photography, ceramics, and plush toy design.

Training & Research

I'm a self-starter who is fascinated with learning new techniques and technology. I keep up with design trends and practice often.

Faren Skelton

Multidisciplinary Designer



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Experience

Walmart Connect

SENIOR DESIGNER | AUGUST 2020 - PRESENT

I concept and design onsite display, IAB banners, brand pages, and social ads (FB, IG, Pinterest) for SMB and Fortune 500 companies to display on Walmart's digital properties and across the web.

Triad

SENIOR CREATIVE DESIGNER | OCTOBER 2010 - MARCH 2020

Contributed creative to web publishers including:

Walmart, eBay (US & Australia), StubHub, Bed Bath & Beyond (US & Canada), and buy buy Baby.

Worked alongside art directors, copywriters, developers, and the VP of Creative to conceptualize and implement rich media modules, banners, native placements, content centers, and brand pages for online shopper marketing. This included projects for major national brands: Mars, Pepsi, Nestle, General Mills, Kellogg's, Smuckers, Dole, Kraft, Tyson, and more.

Teamed up with sales and marketing to develop creative strategies and produce supplier proposals, showcasing the full scope of our team's capabilities.

Tampa Digital Studios

CREATIVE DESIGNER | JUNE 2009 - JUNE 2010

Collaborated with video producers, developers, and a motion designer to produce projects that included animation, web design, print, brand development, and interactive applications.

Designed creative that was used in exhibits at the Museum of Science and Industry (MOSI).

Education

International Academy of Design and Technology - TAMPA, FL

BACHELOR OF FINE ARTS, GRAPHIC DESIGN | SEPTEMBER 2007

THE PROCESS: FAREN SKELTON IS A PASSIONATE DESIGNER WHO LOVES

Let's work together!

Faren Skelton