

INNA BAGAEVA WATSON

GRAPHIC DESIGNER

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 Fontana, CA

 501.858.5572

WORK EXPERIENCE

Graphic Designer / Yaamava' Resort & Casino at San Manuel / 2021 - Present

- Update or design and output various collateral materials and projects as assigned to meet enterprise and production deadlines;
- Create visual concepts, designs, templates, and layouts, using Adobe CC, to communicate ideas that inspire, inform, or captivate consumers and enterprise-wide stakeholders;
- Create, submit and upload projects and final deliverables ensuring adherence to established procedures and brand guidelines;
- Collaborate with other areas of marketing, copywriting, digital and video, and production departments on concepts and various creative development and presentations;
- Collaborate on photo/video shoots on and off property, support company events on and offsite (as needed) through either hands-on assistance or project deliverables;
- Maintain and update all enterprise marketing materials, including but not limited to traditional print design, web, social, media, mobile applications, email, online advertisements, and other deliverables as needed.

Graphic Designer / BLOX Racing / SG Racing Inc / 2020 - 2021

- Redesigned original Shopify website, focusing on mobile user experience and website speed which resulted in 24% increase in visitors and 35% increase in returning customers compared to previous year, managed 2 web stores focusing on conversion rates;
- Partnered with 3rd-party web developing team to develop and visually shape a more complex Shopify store with over 1200 SKUs;
- Conceptualized & produced product photo and video shoots. Retouched & edited raw footage using Adobe Suite & Splice Mobile App;
- Created mocks and comped new product and package designs, researched competitive production pricing from overseas vendors. Successfully launched 8 products in 6 months;
- To improve advertising efficiency and drive revenue growth for the business researched a partner that would cut cost and grow sales across Google Shopping Channel. Completed on boarding and launched ad campaigns;
- Developed creative digital campaigns for social media accounts, increased Shopify Instagram sessions by analyzing competition, interacting with the followers and dealers, creating new and sharing existing customer content;

Digital Designer / Jacuzzi Group Worldwide / 2019 - 2020

- Worked closely with digital marketing department to create digital assets in line with brand guidelines to be used across e-mail marketing, social media channels and websites to drive and expand on-line sales;
- Created, designed and executed promotional materials - catalogs, price sheets, posters, brochures, and sale event creatives for dealers and home improvement corporations: Lowe's, Costco, Ferguson;
- Helped events department to update dealer in store locations and create a perfect customer purchasing experience
- Provided critical and effective feedback for creative team projects;
- Maintained brand identity including color palette, font family, logos and graphics on print and digital materials;

Senior Graphic Designer / Skunk2 Racing / 2015 - 2019

- Led and managed marketing team in development and execution of creative projects;
- Managed 3 social media accounts, developed content and marketing strategies. Grew Instagram following 56% within first year;
- Supported company design needs including website, email, social media, print, and other areas as needed. Analyzed data and provided email marketing reports;
- Managed and supported Magento website. Worked closely with a developing team to upgrade old website and move it to BigCommerce. Designed interface mock ups optimizing user experience. New website design was going to be awarded and featured as best customer website on BigCommerce when launched;
- Built brand recognition through hosting giveaways and organizing events: SEMA, Raceworz, Hot Import Nights, Tuned in Tokyo, Never Lift and AutoCon;

FUN FACTS

- Moved to America alone at 21 to pursue my dreams and ended up in Magnolia, AR out of all states;
- Owned a successful Etsy store for 5 years selling paintings, art prints and customized Hershey's Kisses stickers;

EDUCATION

Southern Arkansas University, Magnolia, AR
Bachelors in Communication Design / 2009 - 2012

Moscow State Pedagogical University, Russia
Bachelors in Linguistics / 2005 - 2009