

Renee Palmer is a seasoned designer passionate about creating delightful **user experiences**. She understands the **value that design brings** to a company. She is experienced at working with software engineers and product owners and can **communicate quickly and effectively** with a team.

experience **Photographer/Designer/Owner, Kettner & Grape, 07/2006–Present**

- Create branding and marketing packages for clients in a variety of industries.
- Implement brand standards with clients for use in all marketing and design applications.
- Manage and work with a team of contractors for the development of websites and applications to specifications from clients.
- Manage scheduling and hours for photo sessions with both clients and assistants.
- Art direct complex photo shoots for lifestyle and product client sessions.

Senior Creative Manager, IPS Group, Inc., 02/2015–05/2017

- Defined, managed, and maintained the IPS Group brand and style guidelines from the ground up.
- Led the creation and optimization of brand, UX, UI, prototyping, RWD, mobile/app, visual design, user-testing, and demand generation deliverables.
- Led and mentored a team of designers by defining, creating, and managing new marketing, brand, and user experience deliverables.
- Designed, strategized, and led creative (product and marketing) initiatives.
- Redesigned web-based data management and analytics system empowering city workers to evaluate statistics and reporting to manage parking for the large metropolitan areas.
- Developed, conducted and scheduled user surveys, user testing, and focus groups to ensure a customer driven solution.
- Defined user personas to effectively design for and communicate with the diverse range of application users.
- Led regular meetings with product stakeholders and engineering to ensure a collaborative and successful solution.
- Designed the iOS and Android mobile applications for both city operations and public use.

Asst. Art Director, Alert Diver Magazine, 04/2011–04/2016

- Created publication that was distributed to over 50,000 readers.
- Effectively worked virtually with a co-located team.
- Utilized brand guidelines and templates to ensure consistency across article departments and protect the integrity of the design.

Marketing Designer, Roambi, 10/2012–11/2013

- Created guidelines for marketing collateral to ensure consistency across all channels.
- Designed all mobile app icons coinciding with the release of iOS 7.
- Helped with the redesign of the Roambi website to drive user adoption of the product.
- Led the organization of assets to be used across the company internally and externally.

Graphic Designer, Smashing Designs, 05/2007–04/2011

- Directly worked with clients from a variety of industries to develop brand identities, advertising and marketing collateral.
- Product packaging, photography, logo development, brand analysis, competition analysis, designed and developed websites.
- Collaborated with Surfline and Billabong to create a 200 page coffee table book from concept to completion.
- Designed, photographed, supervised and coordinated press checks of client catalogs.

education **Bachelors of Science degree in Advertising – with honors**
The Art Institute of California - San Diego – class of 2006