James Mack Sutton
Senior Graphic & Website Designer | 10+ Years
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Work Experience

Senior Graphic Designer
MindPoint Group | Remote | May 2023 - Nov 2024

- Designed pitch decks, whitepapers, and presentations for marketing and government sectors
- Audited and refined brand identities, ensuring consistency across departments
- Built scalable design templates, reducing turnaround time by 20-30%
- Created social media, email graphics, and display ads
- Designed website pages and UX/UI assets in Webflow and Figma, improving user engagement
- Designed event materials (graphics, signage, swag, etc.)
- Improved CPC on digital ad campaigns through design
- Created brand specific vector graphics and icon sets
- Updated stock photography and images
- Edited video content for webinars, demos and podcasts, increasing audience retention

Lead Graphic & Website Designer
WebPelago | Remote | Feb 2019 - Mar 2023

- Managed contract designers to streamline workflows
- Designed and built high-converting websites using Shopify, Squarespace, Wix and WordPress
- Created new brand assets, mockups, and digital graphics
- Designed client whitepapers, pitch decks and presentations
- Performed continuous website support and maintenance
- Audited client websites and advertisement campaigns
- Designed event materials (banners, booths, swag, etc.)
- Edited and optimized images, icons, and vector graphics

Website Designer & Advertisement Manager
357WebDesign | Ormond Beach, FL | Jan 2015 - Feb 2019

- Designed and built custom websites
- Created product mockups and digital graphics
- Executed ABM marketing campaigns
- Managed Google PPC ads for improved ROI
- Set up and analyzed client digital analytics
- Implemented SEO strategies to boost rankings

Technical Skills

Design & Branding:

- Graphic & Web Design
- Advertising & Marketing Design
- Event & Booth Branding
- Template Development
- Brand Design & Strategy
- Video Editing
- Logo Design & Typography

Digital Marketing:

- UX/UI
- Image & Video Editing
- Social Media & Email Marketing
- Pay Per Click Advertising
- Competitor Analysis
- SEO & Analytics
- A/B Testing

Tools & Software

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- Figma
- Canva
- Sketch
- Webflow
- Wix
- Shopify
- Squarespace
- PowerPoint

Education

M.A. - Interactive Entertainment
UCF - Orlando, FL

BFA - Graphic Design
FSU - Tallahassee, FL