

TESS LORRAINE BALL

Brooklyn, New York

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WORK HISTORY

Freelance Digital Designer & Consultant

Ongoing

Design and program websites, Facebook applications, landing pages and emails
Consult with brands about social media strategy & messaging

The Johnson Group, Chattanooga TN

May 2009–July 2011

Digital Designer & Information Architect

Concept and art direct digital experiences
Educate account service and creative team members on digital best practices
Design and program Facebook applications, landing pages and emails
Present digital plans and ideas internally and to clients

KMT Creative Group, Chattanooga TN

January 2007–May 2009

Production Artist & Designer

Developed proficiency in the Adobe Creative Suite
Developed understanding of branding and the creative process

SKILLS

Proficient in the Adobe Creative Suite
Well-versed in best practices for email and social marketing
Able to translate “geek speak” into useful information
Programming background–HTML/CSS and Facebook application development

QUALIFICATIONS

Over three years experience in an agency environment
Local and regional Gold ADDY awards
Member of the Social Media Alliance of Chattanooga and Chattanooga Social Media Club
Owner and designer of Lovebirds Stationery by Tess Lorraine, an online wedding stationery company

EDUCATION

Lee University, Cleveland TN

2008

B.A. in Advertising Communication with minor in Studio Art