



# Paul Lacy

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## personal:

I am a creative and detail-oriented designer with over 25 years of experience delivering visually compelling and user-centric designs. I am adept at transforming client visions into engaging media through a blend of innovative design techniques and strategic thinking. I am proficient in the latest design software and technologies. I have a proven track record of managing projects from concept through execution, ensuring high-quality results and adherence to brand guidelines. I am passionate about creating impactful user experiences and committed to staying ahead of industry trends.

## work:

**Oct 2016 - current**

**Senior Web Designer, EAB**

As a Senior Web Designer I design, manage, and develop unique online experiences, serve as a resource for other Web Designers, and balance demanding timelines. I work in collaboration with account teams, Art Directors, Copywriters, as well as other Web Designers and department leaders to create effective and cohesive web experiences and graphic emails. I regularly complete complex marketing project-management skills and support for urgent needs. I also serve as web accessibility SME and Google Analytics SME.

**Jan. 2007 - June 2016**

**Webmaster, SUEZ**

In this position I designed, built, and managed 4 websites. On each project, I created wireframes, multiple design iterations, and managed the entire project in collaboration with stakeholders from across the U.S. and Europe to ensure processes and requirements were defined and met.

I also designed all marketing creatives such as brochures, advertisements, trade-show materials, proposals and more. I have extensive experience using the entire Adobe Creative Cloud suite of applications. I have designed banner ads, microsites and short-life web initiatives in conjunction with trade-show and conference schedules as well as managed a large Google AdWords account and the associated SEO components.

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## skills:

### ■ web design

- ☐ UX design
- ☐ wireframes
- ☐ Google Analytics
- ☐ web accessibility SME

### ■ front end web dev

- ☐ HTML
- ☐ CSS
- ☐ Javascript
- ☐ PHP
- ☐ Wordpress

### ■ graphic design

- ☐ Photoshop
- ☐ Illustrator
- ☐ InDesign
- ☐ XD

### ■ motion design

- ☐ After Effects
- ☐ Premiere
- ☐ Animate

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## **work** *(continued)*:

**2000 - 2006**

### **Associate Art Director, Douglas Murphy Communications**

Working for this custom magazine publisher, I designed layouts for various magazine departments and feature stories using InDesign, Photoshop & Illustrator.

I was also responsible for all web design, animation, coding and management for 4 client web sites.

## **education:**

**1991-93**

### **Virginia Commonwealth University**

School of Fine Arts

**1995-96**

### **J. S. R. Community College**

Computer Programming

## **proud of:**

- [my design portfolio](#)
- consistently meets goals and objectives on all projects
- I built a corporate website in 6 weeks
- being a team player - I enjoy helping out in many roles

## **summary:**

- highly-proficient with Adobe products, 20+ years experience
- solid understanding of web design and web technologies
- detail-oriented & able to manage multiple projects
- great references and performance reviews