

DIGITAL DESIGNER

TOREY HERBERT

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INFORMATION

Graphic Designer with 3 years of specialized experience in email and website design, primarily in the CPG and Fashion industries. Possesses a strong background in branding and brand strategy, with a proven ability to craft cohesive visual narratives that align with a brand identity. Skilled in creating engaging social media content and delivering integrated design solutions that enhance brand presence and drive customer engagement across email, e-commerce, and social media platforms.

EDUCATION

Visual Communication Design

Eastern Washington University
2014 - 2018

SKILLS

Illustrator	Klaviyo
Figma	After Effects
InDesign	Shopify
Photoshop	Squarespace

EXPERIENCE

Email & Website Designer, Upmkt Digital

MAY 21 - CURRENT | CHICAGO, IL (REMOTE)

In my current role, I design and develop email campaigns and responsive websites, optimizing for both mobile and desktop. I ensure all designs are visually appealing, user-friendly, and align with brand guidelines. Working closely with cross-functional teams, I maintain project timelines and goals. I stay current with the latest design trends and technologies, recommending improvements to our process. Throughout, I efficiently manage multiple projects, meeting deadlines and budget constraints.

Lead Graphic Designer, Brandtegitic Social

SEPT 19 - FEB 21 | SEATTLE, WA (REMOTE)

As Lead Graphic Designer, I oversaw the creation of high-quality social media content, ensuring alignment with brand messaging and marketing goals. I kept our designs trendsetting and audience-relevant while managing multiple projects and deadlines. I also mentored team members, providing feedback to maintain consistent quality across all deliverables.

Contract Graphic Designer, Dotted Design

AUG 19 - OCT 23 | MILWAUKEE, WI (REMOTE)

I oversaw the style and direction of client projects, with a primary focus on designing hand-drawn illustrations for Laura's clients. In addition to illustration, I contributed to layout design and brand identity development.