



# RAYMOND SEABERT

DIGITAL ART DIRECTOR | SR. WEB DESIGNER

## PROFESSIONAL SUMMARY

Highly creative, detail-oriented, multi-talented art director and senior web designer offering more than 2 decades of proven accomplishments and progressive advancement in creating visual communications to use across multiple media channels ranging from websites, online advertising, digital marketing, and social media platforms. Design and create custom innovative branding, and digital designs for various businesses and individuals including digital and web, and advertising. Innovative leader delivering excellence in creativity, advanced graphic production, marketing campaign, marketing materials, KPI monitoring, and content curation. Develop rich storytelling through creating highly intuitive and well-crafted ideas across the website, guiding the technical and creative team. Create and design layout of websites. Observe and review customer input to ensure ease of site navigation. Develop concepts and artwork, creating graphic design solutions from concept through to completion. Strong communication with strong decision-making skills.

## WORK EXPERIENCE

### Haband, (Bluestem Group) | Digital Art Director 2012 - Present

Managed the entire web design team while also being a hands-on lead designer within the eCommerce department which generates between \$40-50 million a year.

- Orchestrated effective designs, art direction, and digital solutions for the company's online presence and promotions.
- Managed creative site rollouts from creation to execution on weekly bases.
- Translated user insights through sketches and low + high-fidelity mockups, into intuitive and elegant products/services and creating deliverables such as Brainstorming and Wireframing.
- Led and managed workflows - for content, creative, media planning, market analysis, and scheduling of work requirements. Guided the team through all phases of creative work from ideation to final execution
- Spearheaded all weekly/monthly promotional creative for all online sales.
- Planned and designed all needed creative for all SEM and social media promotional efforts.
- Drove all email creative on weekly bases total of 10+ emails including regular email testing.
- Managed HTML/CSS coding for all online site updates.
- Led and coached the team while also tracking performance metrics

### The Children's Place | Senior Web Designer 2010 - 2012

Maintained site content and emails of Children's Place flagship site updates. Also managed International online presence with a French-Canadian website.

- Created weekly promotional emails including backend coding.
- Managed website design, layout, and coding updates on daily bases.
- Spearheaded the international website presence while tracking performance.
- Represented the design direction for the site with international merchandising and marketing teams.
- Created and launched weekly promotional campaigns in English and French.

### Freelancer | Web Design and Illustration 2008 - 2009

Did a wide variety of freelance work from site setup to creative promotional design.

- Created numerous websites including the concept and coding for different clients.
- Developed a website from a group up for a baby fashion company.
- Drove digital content for illustration, posters, CD artwork, and promotional material for a NY band.
- Worked with a music label to design and roll out their website.
- Provided edited photography to clients.


### Steve Madden | Graphic Web Designer 2001 - 2008

- Worked within the eCommerce department of Steve Madden designing the website layouts and promotional efforts.
- Worked directly in house as well as via a marketing agency over the years always representing Steve Madden's online brand presence.
- Designed the website promotional creative needs - adjusting to seasonality and new releases.
- Worked on weekly promotional emails and their rollout.
- Managed needed product photography and Digital retouching.
- Web design management for additional sub-brands.
- Troubleshoot site coding issues.
- Collaborated with merchants to ensure the branding was consistent throughout all channels.

## CONTACT

 **PHONE**  
718.714.8453

 **EMAIL**  
rseabert@gmail.com

 **ADDRESS**  
51 Venna Ave., N. Haledon,  
NJ 07508

## SKILLS

- Creative Design
- Social/Digital Media
- Web Design
- Art Direction
- Graphic Design
- Lead Generation/Landing Page
- Content Management
- Promotional Campaign
- SEM trend knowledge
- Staff Development & Training
- Performance Evaluation
- Adobe Creative Suite, Photoshop, Illustrator, InDesign, XD
- HTML/CSS
- Excel, Microsoft Word
- Creative Solutions
- Team leader & player
- Problem & Analytical Solver
- Communication

## EDUCATION

**Bachelor of Science**  
Northeastern University |  
1996 - 2000

Roger Williams University |  
1995 - 1996