

DENNIS GOOD

DESIGNER AND MARKETER

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Summary

Experienced designer with demonstrated work in a wide variety of industries. Skilled in web design, UX design, front-end web development, email marketing and traditional print design. Strong arts and design professional with a BFA in fine arts with specialization in graphic design from Ball State University.

Brands	Industries	Technical	Design	Marketing
Subway	Motorsports	Photoshop	User interface design	Digital advertising
Diageo Brands	Higher Education	Illustrator	User experience design	Email design
LG	Home & Builders	InDesign	Interaction design	Social media marketing
Cheesecake Factory	Spirits	Adobe XD	Information architecture	Search engine optimization
Formula One	Construction	Figma	Prototyping	CMS management
DIRECTV	Financial	Sketch	User research	Data analysis
Matco Tools	Healthcare	Axure	User personas	Keyword research
Brut	Real Estate	Web design	Usability studies	Content creation
Roush Racing	Government	Application design	Concept development	Creative direction
IRWIN Tools	Culinary	HTML / CSS	Brand identity	Photography
AMD	Technology	JavaScript	Art direction	Customer journey studies
Safelite	Pet & Animal	Animation	Brainstorming & critique	Collaboration
ESPN	Agriculture	Website CMS	Process development	Presentations

Experience

Solutions 4eBiz - Creative Director | February 2022 - Current

Responsibilities include website design, social media campaign design, email marketing campaign design and management, client communication, project management, project estimating, project scope development, creative direction, graphic design. Other elements of my position included:

- Content management system design and development
- Budgeting, staffing and scope development
- Email marketing design, development, deployment and analytics tracking
- Analyzing digital data, identifying trends and planning digital campaigns
- User interface design, user experience design, and traditional print design

Fusion Alliance - UX Designer | January 2017 - February 2022

Provided UX design and front-end development for websites and applications along with traditional visual design and marketing. Worked with large internal teams and individually providing services for corporate level clients both remotely and on-site. Other elements of my position included:

- Front-end development for custom designed websites and cms website solutions
- User experience and user interface design, high-fidelity mock-ups, user journey mapping, site flowcharts, and design systems
- Email design, development, deployment, list management and analytics tracking
- Print design, production and graphic design support for internal marketing team
- Provided sales support to business development team and internal marketing team

Solutions 4eBiz - Creative Director | February 2016 - January 2017

Primary responsibilities include design, development and implementation of digital services including website design, web application design, email marketing campaigns, and digital advertising. Everyday activities include client communication, project management, project estimating, project scope development, creative direction, user interface design, user interaction design, graphic design, email marketing campaign development and design, and social media materials. Other elements of my position included:

- Web design and development, content management system design and development
- Project estimating, budgeting, staffing and scope development
- Email marketing design, development, deployment and analytics tracking
- Social media management, analyzing engagement data, identifying trends and planning digital campaigns
- User interface design, user experience design, and traditional graphic design

5MetaCom - Director, Digital Marketing | April 2015 - January 2016

Primary responsibilities included design and concept development of creative materials targeted to business to business clients. Everyday responsibilities included client communication, project management, digital advertising, social media management, email marketing, web design, marketing materials design, logo design, and direct mail. Other elements of my position included:

- Web design and development, content management system design and development
- Automated marketing campaigns for e-commerce, retail and email marketing
- Online advertising campaigns and tactics for technical and scientific B-B clients
- Social media management, analyzing engagement data, identifying trends and planning digital campaigns
- Traditional graphic design for marketing collateral, corporate identity, and traditional design needs

D.Good Studio - Creative Director | May 2008 - April 2015

As creative director, my responsibilities included designing creative materials for both print and web uses targeted primarily to small to medium sized businesses in a variety of industries. Primary industries were financial institutions, building & construction, leadership, and authors. Other elements of my position included:

- Led groups of contractors providing traditional and digital design to small and medium sized clients
- Web design and development, content management system design and development
- Email marketing design, development, deployment and analytics tracking
- Traditional graphic design for marketing collateral, corporate identity, and traditional design needs

ExactTarget - Email Designer | January 2008 - April 2008

Responsibilities included design, development and deployment of corporate email campaigns. Daily duties consisted of designing and coding emails, managing deployment responsibilities and results tracking. Other elements of my position included:

- Email marketing design, development, deployment and analytics tracking
- Trained clients and provided support on using the ExactTarget email marketing software
- Created strategic content for company blog about successful email design and content creation
- Designed landing pages for email campaigns providing clients a method for sales conversion
- Provided technical teams with testing and feedback on ExactTarget email platform

Just Marketing International - Senior Art Director | September 2002 - December 2007

Responsibilities included designing creative materials for both print and web targeted to the motorsports industry. Clients included large corporate clients, race teams, and track venues. Everyday responsibilities included website design & development, micro-sites, kiosk applications, landing pages, digital advertising, signs, billboards, paint schemes, car haulers, hero cards, logo design, direct mail, prepress and other marketing materials. Other elements of my position included:

- Led team of 5 designers providing traditional and digital design to corporate motorsport clients
- Web design and development, content management system design and development
- Provided at-track, car livery, marketing collateral design, and driver photo shoots
- Traditional graphic design for marketing collateral, corporate identity, and traditional design needs
- Provided business development team with sales material for presentations and in-person sales pitches

Education

Ball State University | BFA, Fine Arts, with specialization in Graphic Design with minors in Art History and Photography