



Taylor Battle

CALL 727.688.3529

EMAIL WHO.ME@taylorbattle.com

VISIT taylorbattle.com

SUMMARY

Multidisciplinary designer with extensive experience in branding, website design, marketing and creative direction. Proven track record in managing multiple simultaneous projects, leading creative teams, and solving creative and communication problems at a range of marketing and design agencies.

Looking to bring my expertise in identity, website design, user experience, and creative strategy to a mission-centric or purpose-forward organization.

SKILLS

Logo & Brand Identity
Custom Website & UX Design
Illustration
Email & Social Design
Signage & Wayfinding
Brand & Creative Strategy
Print Design
Giving the perfect gift

SOFTWARE

Adobe Creative Suite
After Effects
Figma
Canva

EDUCATION

The Creative Circus | Atlanta, GA
Graphic Design
(March 2017)

Wake Forest University | Winston-Salem, NC
B.A. in Studio Art
Minors in Art History & Communications
(2006-2010)

EXPERIENCE

SAWYER MEDIA GROUP

CREATIVE DIRECTOR | 5.2020 - 8.2023

- Oversaw the strategy and creative direction for various design and copywriting projects.
- Worked with clients in legal, residential real estate, education, interior design, manufacturing, and weddings.
- Delivered branding assets, custom website design, email, print and digital marketing materials, presentations, UX design, social media, and more.
- Interviewed, hired, and managed a team of creative professionals, including designers and writers.

GOONEYBIRD DESIGN

CREATIVE DIRECTOR / GRAPHIC DESIGNER | 3.2020 - Present

- Built a successful full-time freelance design consultancy, serving agencies and individual clients.
- Provided creative direction and branding services for clients in diverse industries including wine, residential architecture, commercial real estate, CPG, luxury cars, and non-profits.
- Delivered custom website designs, business cards, booklets, mailers, signage, t-shirts, bags, social media graphics, packaging design, email newsletters, etc.
- Collaborated with a team of freelancers including developers, designers, and interns.
- Managed project proposals, budgets, pitch meetings, and client relationships.

THE CREATIVE CIRCUS

INTERACTIVE DESIGN TEACHER | 7.2021 - 8.2022

- Taught interactive design, website building, and prototyping projects using Adobe XD and Figma.
- Covered topics including user personas, competitive research, strategy, design concepts, wireframes, user experience, prototyping, responsive design, animation & interaction.
- Instructed in classes at different levels of interactive design ensuring a high-quality learning experience.

MIGHTY 8TH MEDIA

DESIGNER | 10.2017 - 3.2020

- Served as a multidisciplinary designer in a full-service agency, handling primarily branding, website design, and marketing materials and interfacing directly with clients.
- Designed custom websites (UX and design), email, print, social media graphics, event signage, and more.
- Served various industries, including wealth management, manufacturing, consulting, and legal.
- Collaborated with a team of designers while acting as the main point of contact for vendors.

PREVIOUS CAREER EXPERIENCE

Media Planning & Buying | 3.2012 - 3.2015

Advertising Agency Account Management | 11.2010-2.2012