



## SEQUENA LUCKETT SENIOR DIGITAL DESIGNER



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### DESIGNER PROFILE

- Experienced freelance Senior Visual Designer with Art Direction Skills
- Great client service skills with project management background

### EDUCATION

Associate of Science, Visual Design | May 2015  
Sanford-Brown College | Tampa, FL

### SKILLS

#### ADOBE CREATIVE SUITE

Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD & Dreamweaver

#### DIGITAL DESIGN

Figma, WordPress, CSS, PHP, HTML, JavaScript, & Emails on Acid

#### MICROSOFT OFFICE SUITE

Word, PowerPoint, Excel, Access, & Outlook

### PROFESSIONAL EXPERIENCE

Senior Digital Designer with years of experience in visual design, marketing, and brand management. Skilled in creative problem-solving, maintaining corporate identity, web design, packaging design and crafting eye-catching visual communication.

FREELANCE | Art Director | December 2005 - Present

Created product launches, rebranding initiatives, e-commerce sales, direct mail, and opt-in creative campaigns. Led a team of 20 to deliver diverse design services, including logo redesigns, social media marketing, and integrated campaigns for both print and digital mediums.

ULTA BEAUTY | Digital Designer | Aug. 2018 - May 2022

Designed digital ad campaigns for social media platforms (e.g., Facebook, Instagram, Pinterest, Google) for brand partners such as Disney, Pattern, and Estee Lauder. Worked closely with various departments to create web and app page assets.

GUARANTEED RATE | Visual Designer | Oct. 2017-Mar. 2018

Created and tested email marketing designs and campaigns, including Responsive and Static HTML designs, for the top loan officers in the company. Designed custom print layouts for flyers, postcards, and promotional items (e.g., razor flags, PopSockets) while working closely with vendors to ensure smooth production.

### ORGANIZATIONS

AIGA Member | February 2015- Present