



TREY DAUGHERTY

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TIME
MANAGEMENT



CREATIVITY



ATTENTION
TO DETAIL



MULTI-TASKING



ORGANIZATION

In a Nutshell:

- ◆ **Design Expertise:** Possesses over 25 years of experience in integrating creativity, analytical skills, and user experience (UX) & user interface (UI) design principles to develop and lead award-winning campaigns across print, web, and multimedia platforms.
- ◆ **Leadership in Creative Teams:** Demonstrates a 20-year history of effectively managing both creative and technical teams to achieve client goals within specified deadlines and budgets. Excel in fostering an environment that motivates team members to excel under time-sensitive conditions.
- ◆ **Project Management Experience:** Proficient in strategizing project timelines and milestones, ensuring clients have a comprehensive understanding of project scope while maintaining control over design and development efforts within the team to avoid unnecessary expenditures.
- ◆ **Communication Skills:** Outstanding ability to engage in collaborative communication with both clients and team members. Particularly adept at guiding clients through the process of defining their core messages and establishing essential requirements for large and intricate projects.
- ◆ **Revenue Growth:** Has a consistent track record of boosting response rates by 18-30%, with campaigns frequently generating revenues exceeding \$1 million.

Software Knowledge:



Code Knowledge:



Experience:

Hairmax.com - Lexington Intl, LLC

Senior Web Designer & Shopify Expert

November 2017 – Present | Boca Raton, FL

- Directed and maintained all web properties for the marketing department, ensuring optimal performance and alignment with brand standards.
- Managed a dynamic team of designers and developers, orchestrating the creation of websites across various platforms including Shopify Plus and WordPress, to deliver compelling digital experiences.
- Supervised design, UI, and UX modifications for Hairmax.com, enhancing site navigability and user engagement.
- Coordinated with remote teams to develop custom applications and Shopify integrations, significantly contributing to business expansion and operational efficiency.
- Adopted and integrated multiple platforms such as Klaviyo, Triple Whale, Attentive, Recharge, Rebuy, ClickUp, and Celigo, optimizing marketing efforts and streamlining project management processes.

MDLIVE

Senior Web Designer & Front-End Developer

August 2016 – October 2017 | Fort Lauderdale, FL

- Executed comprehensive UX/UI and SEO research, leading to strategic enhancements on MDLIVE's consumer-facing website, improving user experience and search engine visibility.
- Designed and developed engaging landing pages and registration funnels, supporting marketing campaigns and facilitating user conversion.
- Partnered with IT departments to ensure consistent implementation and maintenance of the brand image across the customer journey, reinforcing brand consistency and loyalty.
- Integrated Salesforce Pardot for the execution of targeted marketing email campaigns, optimizing communication strategies and enhancing customer engagement.

OperationROI

Lead Designer & Web Developer

April 2013 – June 2016 | Fort Lauderdale, FL

- Spearheaded the conceptualization and design of websites, email campaigns, banners, and print advertisements to meet client specifications and enhance brand visibility.

- Directed front-end development efforts, proficiently handling HTML, CSS, and JavaScript to ensure seamless user experiences.
- Conducted in-depth research and testing to executed strategic UX/UI enhancements, achieving up to a 20% increase in user engagement and return on investment across web properties.
- Oversaw the daily maintenance and updates of primary web properties, ensuring optimal performance and user satisfaction.

The Institute for Individual Investors (now Agora Financial)

Lead Designer & Web Developer

November 2011 – February 2013 | Delray Beach, FL

- Designed marketing materials, optimized sales pages, sign-up pages, emails, and marketing funnels.
- Conducted research and testing on sales funnels, improving user experience and ROI.
- Hand coded all pages, sales funnels, etc.
- Achieved up to a 27% increase in click-through rates on sales and funnel pages.

Smart for Life Nutrition

Director of I.T.

April 2010 – June 2011 | Boca Raton, FL

- Directed a talented team of designers and developers responsible for the design and implementation of all marketing and e-commerce projects.
- Spearheaded the comprehensive overhaul of all e-commerce systems to enhance functionality and user experience.
- Led the integration of new inventory, fulfillment, accounting, CRM, customer service, retailer integration, and reporting tools, streamlining operations and improving efficiency.
- Oversaw marketing initiatives, including email campaigns, SMS messaging, pay-per-click advertising, and search engine optimization, to drive brand visibility and engagement.

Jarden Consumer Solutions

Designer

December 2006 – June 2011 | Boca Raton, FL

- Tasked with the creative design and technical development of web marketing materials, encompassing emails, flash banners, flash presentations, product launches, and corporate websites.
- Took on the leadership role within the marketing email department, driving initiatives for notable brands including FoodSaver and Oyster.
- Achieved a significant increase of over 30% in email marketing returns for FoodSaver after taking charge of design for all email campaigns, consistently generating over \$1 million in sales per campaign.
- Our team was honored with a National Gold ADDY Award for excellence in specialty advertising.

Aquent

Design | Art-Direction | Web Design

June 2006 – December 2006 | Fort Lauderdale, FL

- Executed creative contract projects for high-profile clients such as Play Along Toys, Office Depot, Beauty Trends, Sports Authority, and Jarden Consumer Solutions.

Platinum Graphics, Inc

Owner & Creative Director

February 2003 – June 2006 | Boynton Beach, FL

- Nurtured client relations and oversaw the design, development, and implementation of all projects.
- Led the creation of www.platinumprinters.com, achieving first-year sales exceeding \$150,000.00.

Immedient Corp

Creative Director

February 2000 – February 2003 | Fort Lauderdale, FL

- Directed a 15-member team of creatives and developers in executing large-scale web projects, demonstrating exceptional leadership and project management skills.
- Supervised the conceptualization, design, and implementation phases of web projects during critical financial milestones such as IPOs and company acquisitions, notably including transactions with Hewlett Packard and Roku

Education:

The Art Institute of Fort Lauderdale, 1995 -1997

Associate of Science in Visual Communications (Average GPA 3.5)

Portfolio and references available upon request.