

# Ange Speed

Creative Director | Digital, UX Design & Development

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## EXPERIENCE

### **Procter & Gamble**, Remote — *Marketing Contractor*

MARCH 2022 - PRESENT

Under Vertex Computers, I am placed as the SPOC Marketing Expert for UX design and Development for dot com websites for many National brands.

### **Signet Jewelers**, Dallas TX — *Web Photo Retouching*

NOVEMBER 2022 - MARCH 2022

After Job elimination, I worked freelance in the Photo Studio, managing the retouching of vendor photography for the web, ensuring consistent photo standards for respective brands' websites and marketing styles.

### **Signet Jewelers**, Dallas TX — *Sr Web & Design Manager*

NOVEMBER 2011 - OCTOBER 2022

Managed a promotional calendar and a team of Developers and Designers to create and implement Promotional content for multiple web channels including website, social, email, and banner advertising.

### **Speedsoft**, Mansfield TX — *Creative Director*

April 2000 - SEPTEMBER 2011

Managed a team of Developers and Designers to create custom Brand strategies, DTC websites with custom CMS integrations, social, email, and banner advertising.

## EDUCATION

### **Tarleton State University**, Stephenville TX — *Bachelors*

GRADUATED MAY 1993

Focused on Technical Writing, and Design and Graphics.

### **Digitrain**, Dallas TX — *Certified in HTML5 & CSS3*

OCTOBER 2013

Modern web design for responsive web and Application Development concentrating on user experiences.

## PROJECTS

### **Airia Smart Scent** — *National Febreze Brand*

Bringing UX design to the web utilizing BigCommerce CMS, Retention Science, and Google optimize for A/B testing to research what resonates with the consumers. Team works as a Lean startup.

## SKILLS

Marketing Strategy, Brand Management, Omni channel planning, promotional calendar, creative briefing, creative review, customer journey

## SYSTEMS

Figma, Sketch & XD for UX design  
Photoshop & Illustrator for design, vector, SVG, and photo retouching.

Visual Studio Code & Dreamweaver for Development.

Asana JIRA and Workamjig for Project Management.

## Website CMS':

SmartEdit  
SAP Hybris  
BigCommerce  
GSI Remote Tools  
Unbounce  
Wordpress

## A/B Testing & Analytics:

Google (Optimize/GTM)  
Retention Science

## Email CMS':

Sail Thru  
CheetahMail  
Retention Science  
Movable Inc.