

James Kirk Buo

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Medina, OH, 44256

Creative Services Manager

Creative and results-oriented professional with extensive experience planning, creating, and executing graphic, web, and digital designs from inception to completion according to client needs, demands, and specifications.

Qualifications Summary

- Excellent at utilizing Google Analytics for continuance enhancement in website performance and user experience.
- Proven track record spearheading all design stages, ranging from initial concept to final ideation and design.
- Skilled at generating unique ideas, coordinating with creative departments, and developing content for clients / executives.
- Well-versed in latest techniques of typography, color, and cohesive branding by applying best layout practices.
- Instrumental at analyzing customer requirements and driving translation into practical solutions to achieve maximum satisfaction and retention.
- Proficient in Graphic & Web Design, Front-end development (HTML5, LESS & Sass), Photoshop, Illustrator, InDesign, CMS Integration, WordPress, Email Marketing, Social Media Marketing, Time and Project Management.

Career Experience

Family Entertainment Group, Middleburg Heights, OH Creative Services Manager

2018 to Present

Develop and sustain multisite WordPress website to manage several in-house brands. Optimize website efficiency and user experience by tracking and evaluating Google Analytics as well as Search Console data. Create multiple marketing materials, including rack cards, social media, magazine ads, trade show graphics, flyers, posters, billboards, paid search ads, email campaigns, and printed menus. Improve consistency of brand message by overseeing and enhancing process for digital and print mediums, such as logos, typography, photography styles, and color palettes. Play integral role in development of motion graphics for performance improvement of websites, digital screens, and paid ads. Deliver impeccable support in coordination of email list cleaning / migration in collaboration with Digital Marketing Manager. Maximize engagement of numerous audiences by developing and specifying onboarding processes, while managing date-based automated email marketing campaigns based on client data.

- Generated savings and optimized email list growth by 67% by recommending execution of Mailchimp, leading to improved templates and tracking tools, placement of web signup forms, automated sign up offers, and popups on websites.
- Enabled monitoring of fast workspace by migrating project management to Basecamp, increasing efficiency.
- Acknowledged as sole professional managing a range of tasks, including projects, from digital ads, email campaigns, food menus, website maintenance / upkeep, posters, flyers, events / promotions, in digital and print spaces.
- Steered and trained transition team to drive transformation from one email marketing platform to other.
- Developed marketing dashboard to enhance operational effectiveness of analytic data and email statistics.
- Enriched user experience by orchestrating website meetings to facilitate decision-making on guest engagement with sites; formulating and applying various plans.

WBC Group, Hudson, OH Senior Designer

2017 to 2018

Rendered support to generate landing pages and emails for high levels of website engagement. Improved brand awareness by leading social media campaigns at various levels. Spearheaded and finalized various projects, such as, postcards, magazine ads, tradeshow booth designs, business cards, monthly website maintenance across multiple

divisions, product packaging, and retargeting ads. Facilitated several vendors in website procedures by boosting effectiveness of brand pages.

- Liaised with sales team with focus on selling services, while analyzing requirements of clients and sales team.
- Improved user experience on mobile and desktop by revamping website homepages.
- Optimized review, critique, and approval of staged website assets in real-world setting by creating fake website via utilization of Adobe XD.

WDD Idea Driven Marketing, Wadsworth, OH
Senior Designer

2010 to 2017

Ensured optimum quality for various projects, platforms, and devices by accelerating user experience. Developed key insights related to clients, developers, and design team through consistent coordination. Strengthened knowledge and understanding for growth of client's business as well as realization of marketing goals by collaborating with respective personnel to create websites according to needs and demands. Managed design, coding, email, and social media marketing, while applying best practices.

- Delivered transition from ColdFusion to WordPress and basic CSS to LESS & Sass via formulation of efficient processes.
- Collaborated with development team, clients, and Project Managers with aim to launch responsive websites focusing on clients' brands.

Creativity To Go, Medina, OH
Graphic Designer

2006 to 2009

Executed various activities related to logo development / brand identity, coordination of photo shoots, press checks, product packaging, store signage, integrated marketing, foreign language manual translations, ad campaigns, and upgrade of existing designs. Developed brand standards guide with aim to use and maintain new packaging. Liaised with clients on critical regulatory.

- Attained promotion from Internee to Graphic Designer within span of three months by demonstrating remarkable efforts.
- Planned and developed design system with focus on product packaging, applying for numerous product types, such as bottles, boxes, and shipping containers.
- Built ad campaigns around the launch of the new packaging for process improvement and performance enhancement.

Additional Experience

Web Producer, American Greetings Interactive, Brooklyn, OH

Charity Committee Member, WBC Group, Hudson, OH

Designer & Member of the Design & Marketing Board, Menlo Park Academy, Cleveland, OH

Web Designer & Marketing and Membership Chairman, Cub Scout Pack 3508, Medina, OH

Education

Bachelor of Fine Arts in Graphic Design, 2008

University of Akron, Myers School of Art, Akron, OH

Coursework Covered: Graphic Design, Digital & Film Photography, 3D Designs & Concepts, Video Editing & Compositing

Key Technical Skills

Proficient in Graphic & Web Design, Front-end development (HTML5, LESS & Sass), Photoshop, Illustrator, InDesign, CMS Integration, WordPress, Email Marketing, Social Media Marketing, Time and Project Management, Google Data Studio & Analytics, Adobe After Effects & Premiere Pro