

# TAYLOR POOLE

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## SENIOR LEVEL GRAPHIC DESIGNER

Solid background in layout design for printed materials, packaging, brochures and a demonstrated ability to communicate visual stories. Highly creative professional with 15 years of experience in fast-paced and collaborative environments. Strong organizational and communication skills, applying brand standards in design, multi-tasking and sense of urgency to meet deadlines. Partner with business departments to define and execute project requirements. Product specialist recognized for high productivity, client and vendor relationship building, and creativity. Effectively utilize resources of staff, freelancers, and interns. Project manager and product manager, applying agile/scrum techniques, working collaboratively with engineers and stakeholders to achieve goals.

### AREAS OF EXPERTISE

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- 📁 Graphic Design
- 📁 Brand Identity
- 📁 Marketing Materials
- 📁 Book Cover / Internals Design
- 📁 Business Analysis
- 📁 Collaborative UI / UX Design
- 📁 Visual Storytelling / Communication
- 📁 Print Production Process

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### PROFESSIONAL EXPERIENCE

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**8 BOMB STUDIOS, DURHAM, NC** 2004 – PRESENT

**OWNER / FREELANCE GRAPHIC DESIGNER / TECHNICAL SUPPORT CONSULTANT**

- 📁 Create new design themes for marketing and collateral materials.
- 📁 Project manager and product developer for branding, packaging design, and marketing materials.
- 📁 Created book cover designs for Oxford University Press, Savas Beatie, LLC, and Sourcebooks, Inc.
- 📁 Developed logos, business cards, brochures, and other marketing materials for BioGateway Partners, Carolina Mountain Medicinals, New Mind Education, White Tiger Martial Arts, and Chatham Community Church.
- 📁 Administered computer technical support for author Richard Brady Williams, and J.J. Partridge Consulting.

**CAMPBELL ALLIANCE, RALEIGH, NC** 8/2013 – 9/2013

**CONTRACT GRAPHIC DESIGNER**

- 📁 Successfully translated subject matter into concrete design for print sales collateral and e-zines for Glaxo Smith Kline and other biotech companies.
- 📁 Identified business objectives and requirements, interpreted client's business needs, and developed suitable concepts.
- 📁 Use innovation to redefine design within schedule and cost constraints.
- 📁 Think creatively to produce new ideas and concepts that resonate with the client.

**LULU.COM SELF PUBLISHING WEBSITE, RALEIGH, NC** 2007 – 2013

**PRODUCT SPECIALIST (3/2013 – 11/2013)**

- 📁 Managed the creation of Lulu's Picture.com from concept and branding to the release of a photo book creation and purchasing platform.
- 📁 Defined requirements to convey user stories for execution by the engineering department.
- 📁 Collaborated with UI/UX engineers to design the look and function of the website; researched product offerings.

**SENIOR BUSINESS ANALYST (1/2012 – 2/2013)**

- 📁 Collected and analyzed requirements from business units and customers to create user stories in the development of a new publishing platform.
- 📁 Researched third party software tools suitable for integration into the publishing platform.
- 📁 Collaborated with UI/UX engineers for the design of the new platform flow.

**BUSINESS ANALYST (1/2011 – 1/2012)**

- ☞ Defined requirements for new Lulu.com marketplace by working with multiple departments, third party software developers, and customers.
- ☞ Implemented the e-commerce platform by working effectively with multiple international partners and engineering departments.
- ☞ Communicated the user stories for engineering to implement the new e-commerce engine based on the third party software, Elastic Path.
- ☞ Achieved the look and feel of marketplace and cart experience by collaborating with UI/UX engineers.

**PHOTO PRODUCT ANALYST (9/2009 – 12/2010)**

- ☞ Improved photo book quality through collaborative efforts with multiple vendors.
- ☞ Managed project for interns in the research of SEO and blogger outreach programs.
- ☞ Produced new messaging through defining the message and UI/UX on photo product web pages.
- ☞ Ran professional photographer focus groups in North Carolina, New York, and California.

**CUSTOMER SUPPORT PRODUCT ADVOCATE (5/2009 – 8/2009)**

- ☞ Enhanced working relationships and collaboration between engineering and customer service.

**PRE-PRESS & COLOR MANAGEMENT SPECIALIST (1/2008 – 4/2009)**

- ☞ Improved color management as the liaison with print vendors and consulting firm.
- ☞ Achieved enhancements and improvements by analyzing print product offerings.

**PRINT CUSTOMER SERVICE (2/2007 – 1/2008)**

- ☞ Worked with customers to achieve customer satisfaction during pre-press activities and resolution of book exterior and interior file issues.
- ☞ Reached acceptable high quality standards for product by working with multiple print vendors.

**SOURCEBOOKS, INC., NAPERVILLE, IL**

2000 – 2004

**GRAPHIC DESIGNER**

- ☞ Designed and produced over 150 book covers and book interiors. Including designs for U.S. News & World Report College Guides, Award winning author Michael Malone and New York Times best selling books such as *And the Crowd Roared* and *We Interrupt This Broadcast*.
- ☞ Developed wall calendars and daily planners including designs for the New York Times best seller *America 24/7*.
- ☞ Created designs for packaging, press kits, mailers, posters and other marketing materials.
- ☞ Laid out magazine and newspaper ads appearing in *USA Today*, *Chicago Tribune*, and *Publishers Weekly*.
- ☞ Researched the work of freelance illustrators and photographers and stock photography agencies, and negotiated contracts for services.
- ☞ Project managed semi-annual trade catalog and supervised freelancers and design interns.

Additional positions include Graphic Designer for Stock Building Supply, Raleigh, NC and Assistant Graphic Designer for Pointwest, Inc., Carol Stream, IL

**EDUCATION & TRAINING**

- ☞ Bachelor of Arts, Graphic Design, Minor in English, Wheaton College, Wheaton, IL
- ☞ Practical Product Management, Pragmatic Marketing, Scottsdale, AZ
- ☞ Agile Business Analysis Training, Agile Raven, Sunnyvale, CA
- ☞ HTML Training, Durham Technical Community College, Durham, NC

**TECHNICAL PROFICIENCY**

PLATFORMS: MAC and Windows

APPLICATIONS: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat), Office Suite (Word, Excel, PowerPoint), OmniGraffle, Rally, Jira, Confluence, Accompa.com, Salesforce, Basecamp, HTML