BILLY TAMPLIN

SENIOR MARKETING & BRAND DESIGNER

Tampa, FL (open to remote) | 415-699-5090 | billytamplin@gmail.com | billytamplin.com | linkedin.com/in/btamps

PROFESSIONAL SUMMARY

Brand designer and illustrator with 15+ years in tech and ecommerce. Illustrated networking and security concepts for Cisco Meraki, developed a website illustration system for Highfive, and built the visual identity for Semi Sweet Designs, a brand serving 45,000+ customers.

PROFESSIONAL SKILLS

Brand Identity & Visual Design	Integrated Campaigns	Illustration & Iconography
Digital Advertising & Social	Landing Pages & Web Design	Email & Lifecycle Design
Presentation Design	Packaging, Print & Events	Art Direction (Photo & Video)
Creative Direction	Cross-Functional Collaboration	Ecommerce & Conversion

TOOLS

Adobe Illustrator	Adobe Photoshop	Adobe InDesign
Figma	Framer	Miro
Google Workspace	Shopify	Meta Ads Manager
HTML & CSS	Claude	ChatGPT

EXPERIENCE

CO-FOUNDER & CREATIVE / MARKETING DIRECTOR

May 2019 – Present

Semi Sweet Designs | Tampa, FL

Co-founded and grew a DTC ecommerce brand for the cookie decorating community: 45K+ customers, 160K+ orders and 2,000+ products.

- Created the brand identity and carried it across a Shopify storefront, email, ads, packaging, and merchandise for a catalog of 2,000+ products.
- Designed 1,100+ cookie cutter products from sketch through manufacturing and created illustrated guides that showed beginners how to decorate the finished cookies.
- Led seasonal product launches across email, paid social, and web. Designed emails for 48,000 subscribers and landing pages for a storefront averaging 54,000 monthly visitors.
- Directed photo, video and short-form content for 350K+ followers across five social platforms.

MARKETING DESIGNER

Oct 2018 – May 2019

Cisco Meraki | San Francisco, CA

- Created and illustrated campaign creative in Meraki's in-house Creative Studio: public sector and retail ads, ebooks, email headers, landing pages and events.
- Turned complex networking and security concepts into approachable illustrations in Meraki's distinctive brand style.
- Designed and illustrated ebooks explaining networking concepts. Partnered with writers and marketers on editorial layouts, email creative, landing pages, and event materials.
- Partnered with internal Cisco teams to design internal logos, posters and swag.

DESIGNER / ILLUSTRATOR

May 2018 – Oct 2018

Chariot | San Francisco, CA

- Helped define and evolve Chariot's visual brand during a growth period, setting standards across marketing and customer touchpoints.

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- Designed campaigns, advertising, presentations, merchandise, environmental graphics and the company's trade show booth.

DESIGNER / ILLUSTRATOR Aug 2018 – Oct 2018
Highfive | San Francisco, CA

- Developed a family of website illustrations with Highfive's art director and marketing team to show how teams use its video conferencing tools.

DESIGNER Feb 2017 – Aug 2017
Hackster.io | San Francisco, CA

- Designed landing pages, digital campaigns, social creative and HTML email for a global developer and hardware community.

DESIGNER May 2014 – Apr 2016
PagerDuty | San Francisco, CA

- Design lead for the marketing org, concepting and executing on-brand creative for campaigns, web, email and print.
- Designed responsive landing pages and nurture email programs focused on usability and conversion.
- Partnered with creative directors and copywriters; mentored junior designers.

INTERACTIVE DESIGNER & DEVELOPER Apr 2010 – Feb 2014
Inkling | San Francisco, CA

- Front-end design lead for digital publishing, turning print concepts into responsive experiences.
- Built a shared HTML/Sass/JavaScript pattern library and designed HTML email campaigns.

WEB DESIGNER Apr 2009 – Sep 2010
Fisher Communications (KOMO News) | Seattle, WA

- Designed web experiences and interactive modules for high-volume, real-time news properties.

WEB DESIGNER Jan 2007 – Apr 2009
Full Sail University | Winter Park, FL

- Built front-end templates for Full Sail's first online education platform, plus landing pages, banners and email.

EDUCATION

B.A., ART STUDIO
University of South Florida | Tampa, FL