

Patti Butler

Senior designer / San Francisco

pattibutler.com
patti.c.butler@gmail.com
San Francisco, CA

Experience

Senior Designer / HH Global for Google

Create bespoke gift card marketing assets for retailers across the globe
Review designers' work and provide creative feedback to team
Act as ambassador for the creative team to cross-functional partners
Manage a team of four designers and ensure their growth within their roles

Aug. 2024
present

San Francisco, CA

Graphic Designer / HH Global for Google

Designed materials that seamlessly communicate the brand, product and message
Created original gift card marketing assets (templates, style guides, etc.)
Reviewed designers' work and provide creative feedback to team
Acted as ambassador for the creative team to cross-functional partners

Jul. 2023
Aug. 2024

San Francisco, CA

Production Designer / HH Global for Google

Created and updated press ready production files for printers
Designed and maintained templates for print and digital point-of-purchase retail campaigns
Ensured all assets are on brand and strategically aligned with team vision
Maintained consistency across assets by paying close attention to detail to all executions

Nov. 2021
Jul. 2023

San Francisco, CA

Production Designer / HH Global

Took artwork through production process to make press-ready
Assisted in designing icons, decks, banners and other materials as needed
Ensured brand guidelines are followed and key messaging is maintained across projects using thorough review process
Maintained and archived released files, uploads and transfers

Dec. 2019
Nov. 2021

San Francisco, CA

Graphic Designer / San Francisco Business Times

Developed and designed both print and online advertisements and campaigns for clients across many industries
Managed all aspects of production starting with client meetings and ending with pre-press preflighting
Designed event campaigns including pre-event advertisements, event signage, awards and presentations
Designed sales materials including flyers, email blasts, editorial calendars, rate card and event marketing guides

Feb. 2018
Dec. 2019

San Francisco, CA

References

Alicia Buonanno

Art Director
HH Global for Google
asilfies@google.com

Alex Kaeser

Creative Project Manager Lead
HH Global for Google
kaeser@google.com

Maya Miesner

Creative Project Manager
Varo
mayamiesner@gmail.com

Skills

Indesign | Illustrator | Photoshop | Keynote
After Effects | Microsoft Office | Final Cut Pro
G Suite | Wix | HTML | CSS
Project Management | Press Production
Client Management | Print Design | Communication

Education

Loyola University New Orleans
Bachelor of Arts in Mass Communication
Strategic Communications Sequence, Advertising Track
Graphic Design minor
Graduated cum laude