

Patti Butler

Senior designer | San Francisco

pattibutler.com
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San Francisco, CA

Experience

Senior Designer | HH Global for Google

Manage a team of five designers and ensure their growth within their roles
Create bespoke gift card marketing assets for retailers across the globe
Art direct and review the design team's work and provide creative feedback to ensure consistent executions
Act as creative team ambassador to cross-functional partners

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, campaign templates, and style guides
Art directed and reviewed the design team's work and provided creative feedback to ensure consistent executions
Acted as creative team ambassador 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 and made assets press-ready
Assisted in designing icons, decks, banners and other marketing materials as needed
Used thorough QC process to ensure brand guidelines and key messaging across projects was followed
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

Alex Kaeser

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

Maya Miesner

Creative Project Manager
Varo
mayamiesner@gmail.com

Ruwi Mudalige

Creative Operations Manager
HH Global for Google
rmudalige@google.com

Skills

Indesign | Illustrator | Photoshop | Keynote | G Suite
After Effects | Microsoft Office | Final Cut Pro | Figma
Wordpress | Wix | HTML | CSS | Team Management
Project Management | Press Production | Leadership
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