

REGINALD THOMAS

Fort Worth, TX 76179 | 817-707-5266 | reggfx@gmail.com

SR. GRAPHIC DESIGN / WEB DESIGN STACK - COVER LETTER

Dear Hiring Managers,

With 20+ years as a Senior Graphic Designer, I bring a dynamic blend of graphic design and web development expertise. My skills range from creative visual design and multimedia effects to advanced video editing and branding. Proficient in Adobe Creative Cloud, UI/UX design with Figma, and coding with Visual Studio Code, I excel at leading projects from concept to completion.

GRAPHICAL and Video Design Skills

UI UX Design conception to finish | Adobe Creative Cloud | Figma UI Design Certification | Digital Artist | Art Director | Creative Multimedia | Marketing Promotions | Balsamiq Wireframe Software | PowerPoint Presentations | Visual Design Lead | Advance Video Editing / Special FX | Brochure Design | Company Branding | Look and Feel Design | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Premiere | Adobe After FX | Camtasia Studio | Lightwave3D | Motion Graphics | Interactive Cloud Projects | Increasing Sales Through Visualization | Social Media Influencer | Social Media Rank Specialist | Logo Design

Web I.T. Development and Support Skills:

Project Management | Product Ownership | 24-7 Support | AI Prompt Learning | Front-End Development | Web Design | HTML5 | CSS | Responsive Front-End | Web Development | Web CMS Content Management | Site Architecture | Business Requirements Design | GUI Design | Online Training Videos | Web Marketing Strategies | DotNetNuke CMS Web Portal Design | SharePoint CMS | Web Templating | Email Marketing | PeopleSoft | Story Server Vignette | TeamSite Open Text CMS Admin | Web Site Administration | DHTML | JavaScript | XML | Salesforce CRM | Dev Ops | Financial Marketing Support | Transportation Marketing | Coding front-end development | Adept at creating responsive layouts | Agile-Scrum Environment

Working Knowledge or Understanding plus ongoing current online studies:

AI Learning | Machine Learning | Artificial Intelligence Training | AI Development | AI Education | FULL STACK Development | REACT-STORYBOOK Library Certification | Microsoft: SQL Server | MS IIS 8+ | Articulate 360 | Microsoft Power BI | Salesforce: <https://trailblazer.me/id/rthomas15> | Angular | jQuery | Microsoft Azure: Cloud Computing Services

Thank you for considering my application. I look forward to the possibility of contributing to your team and available at your earliest convenience for an interview.

Warm regards,

Reginald Thomas

LinkedIn Profile:

<https://www.linkedin.com/in/reginald-thomas-457a324>.

Sample Quick Link Samples of Creative Digital Promotions

- 1) Graphic Designer Portfolio Samples - <http://www.extremefx.net/creativetalentforhire/portfolio/portfolio.html>
- 2) Animations https://youtu.be/LxPTX8Pwn_8
- 3) Application Demos <https://youtu.be/LkJGXZZqvCU>
- 4) Tech Software Engineering New Ideas - Model Railroad Talent: <https://www.bnsf.com/news-media/railtalk/our-people/model-railroader-employee.html>
- 5) LinkedIn Profile: <https://www.linkedin.com/in/reginald-thomas-457a324>
- 6) Motion Graphics Presentation R&D Demos Private Link: <https://youtu.be/Jkt9LSOjdps>
- 7) U.I. - U.X. Application Demo animations Banking Apps. Example: <https://vimeo.com/80130349>
- 8) My YouTube Channel (I build and repair custom circuitry on my model railroad) <https://www.youtube.com/@eXtremeFX2010/videos/> SOCIAL MEDIA Influencer
- 9) Influencer on Twitter or (X) and TikTok @RegGFX
- 10) Creative Certifications <http://www.extremefx.net/creativetalentforhire/portfolio/load/images/a1.jpg>

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SR. GRAPHIC DESIGN / WEB DESIGN STACK SUMMARY

- Graphic Creative Services Digital Designer portfolio showcased at: <http://www.extremefx.net/creativetalentforhire/portfolio/portfolio.html>.
- LinkedIn Profile: <https://www.linkedin.com/in/reginald-thomas-457a324>
- Salesforce credentials viewable on Trailblazer (<https://trailblazer.me/id/rthomas15>).
- Support/Templating CMS portals such as WordPress, DotNetNuke (DNN Software), and SharePoint.
- Current proficiency in HTML5, CSS3, and other tech stacks.
- Knowledge of Articulate 360 online courses software and similar.
- Exposure/*Working Knowledge* coding in language assembly but not limited to the following: Angular, XML, PHP, JSON, JavaScript, and jQuery.
- Experienced in DevOps, software integration, and social media AI integration.
- Mastery in design for both desktop and mobile platforms, including wireframes and sitemaps.
- Accomplished in software testing, delivery coordination, and style optimization.
- Adept with Adobe Creative Cloud, and in designing/supporting content management environments across multiple web apps/advanced graphic designs digital and print.
- Demonstrated ability in UI demos, SEO/SEM, and increasing sales with creative web marketing strategies.
- Role as a visual design lead, coupled with proficiency in creating training videos and supporting GUI design for developers.
- Versatile in tools like Adobe Master Collection CC, Figma UI Design, and Balsamiq Wireframe Software.
- Equipped home office for remote work with Microsoft Office technologies and applications and high-speed internet.
- Mobile Analytics, Google Analytics, Site Improve (Mobile Heatmaps) Training on Microsoft Power, BI and Tableau

EXPERIENCE

Software Engineer QA/Designer Systems Level II / Creative U.I. Web Designer BNSF Railway Corporate

April 2015 - Current

- Graphical/Web Support <https://www.bnsf.com>, Web Publishing, Application UI -UX Design, Micro Sites, Intranet Portals, Design for Corporate Communications Internet initiatives. Front-end application support. 24/7 on-call support.
- Web Analytics tools used: Google Analytics, Site Improve (Excellent Heat Mapping Mobile Features), Tableau, and training in Power BI per company requirements for Mobile Analytics.
- Assessed complex technical designs to opportunities for simplification and user satisfaction improvements.
- Building / improving designs for mobile, desktop, and laptop use: [bnsf.com](https://www.bnsf.com), employee.bnsf.com (40k+ employees)
- Optimized designs for mobile devices and social media integration www.bnsf.com

Visual Graphic Designer / Creative U.I. Web Designer Sharp BancSystems

April 2010 - February 2015

- Automated deployment with continuous integration. E-Blasts, Multimedia Events.
- Corporate Branding Logo Design. Created New Web Designs start to finish.
- Accelerated UI – UX Application Skin and Portal Design
Google Web Analytics (Search Engine Optimization (SEO) specialist for over 20 different financial banks in Texas and Oklahoma)
- Designed, developed, and tested applications in alignment with company coding and quality standards.

January 2010 - April 2010

**(Contractor) Software Engineer/Web Designer and Site Architect/Email
American Airlines Allied Pilots Association via Ajilon Consulting**

- Owned projects through design, implementation, and deployment stages.
- Determined software requirements and best practices by working collaboratively with product owners, designers, and engineers.
- Improved design and development process by integrating new tools and technologies.

**Lead Digital Designer /Software Developer Consultant
The TriZetto Group**

February 2001 - July 2003

- Performed quality assurance and integration testing for completed projects ahead of deployment.
- Leveraged technical expertise to support, maintain, document, and enhance software functionality.
- Worked with senior engineers to refine and finalize designs.

**Digital Multimedia/Software Engineer
RadioShack Corporation**

June 1994 - February 2001

- Creative Graphic Digital Artist for Corporate Presentations.
Web Designer for Corporate Communications.
Enforced Corporate Brand on RadioShack.com
- Adapted RadioShack Online Initiatives Designed U.I. for intranet projects as well as e-Commerce.
- Resolved production problems by evaluating products and processes to locate root causes.

EDUCATION

Technical Diploma - AutoCAD/Technical Illustration

January 1989

Draughon's College of Business, Fort Worth, TX

- Programming for AutoCAD, Commercial & Technical Illustration, Architectural, Electrical & Electronic and Mechanical Design

Advanced Commercial Art & Marketing Advertising Design, Computer Science -
Marketing Design/Commercial Art ([View Congressional Award Certification](#))
Weatherford Area Vocational Center, Weatherford, TX

January 1987

ACCOMPLISHMENTS/AWARDS

- **2016 BNSF Railway Employee of the Year.**
- **Core Strengths** – Responsive Design, Business Intelligence lecture and advise on latest SEO/SEM techniques such as utilizing Social Networking, Google Analytics, SEMrush.com tools to generate traffic and targeting.
- **Layout a SEO/SEM strategy.** Not just present stats.
- **Supported 30+ financial institutions** and advised online, digital, and social media marketing strategy.
- **Advanced Video Editing** to clearly tell client story or successfully train client visually through e-Learning.
- **Application mockup demo animations** example: <https://vimeo.com/80130349>
- **Awards: 3 Congressional Awards of Artistic Merit (View)** Voted as 1986-87 Artistic Discovery by U.S. Congress
Painting was displayed for 1 year in the U.S. Capital 1987 – 1988. Voted most outstanding vocational worker of the year by Weatherford Rotary Club.