

Ike Butler

Freelance Brand & Website Designer in Chicago, IL

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ABOUT

I help creative founders, purpose-driven businesses, and nonconformist brands evolve their digital presence through strategic visual identities and stunning custom websites. I'm a versatile digital creative with 6+ years of experience designing & developing for hundreds of clients, from biotech research nonprofits to enterprise e-commerce brands like Reebok and Our Place. I'd love to work together!

SKILLS

UI/UX Design
Design Systems
Accessibility
Webflow Development
Illustration
Knowing too many Google fonts

TOOLS

Creative: Figma, Photoshop, Illustrator, Premiere, Lightroom, Procreate
Development: HTML/CSS/JS, Webflow, Squarespace, Shopify, Wordpress, VSCode
Administrative: Notion, Slack, Jira, Bonsai, Google Suite, Asana

WORK

Ike Butler, *Freelance Designer & Developer*

Remote (Chicago, IL) | Oct. 2023 - Present

- Create brands & websites for startups, small businesses, and non-profits looking to evolve their digital presence. Primary tools include Figma, Photoshop, Illustrator & Webflow.
- Everything else—client relations, marketing, project management, accounting, staying human, etc.

Attentive Mobile, *Senior Visual Designer / Product Experimentation Lead*

Remote | Feb. 2023 - Jan. 2024

- Design & build webpages for Attentive's marketing efforts in Webflow & Unbounce.
- Spearhead UI & UX updates for Attentive's proprietary popup, landing page & email builder client tools in pursuit of new capabilities, better user experiences, and improved accessibility efforts.
- Prototype with HTML/CSS to find creative solutions for custom client design requests.

Visual Designer II / Product Experimentation Lead

Feb. 2022 - Feb. 2023

- Design product features, test releases, & address UI/UX issues with Product & Engineering.
- Build future-state website prototypes in Figma alongside senior product designers.
- Led email design research to create default templates for Attentive's email builder platform, which sends 100+ million emails annually.

Visual Designer I, Strategic Design Team

April 2021 - Feb. 2022

- Design pop-ups, landing pages, social ads & emails for mid-market and enterprise brands reaching thousands to millions of impressions, using Figma and Attentive's platform.
- Adhere to brand styles for hundreds of clients using Attentive's SMS marketing platform.
- Create MMS assets in Figma/Illustrator used by clients to enhance holiday text campaigns.

Butler Stuff Designs, *Designer & Sole Proprietor*

Remote | Sept 2019 - Present

- Design & sell DTG merchandise, stickers & posters at butlerstuffdesigns.com, a Shopify storefront.
- Lead art direction, branding, illustration, social & website designs using Figma and Adobe.

EDUCATION

Washington University in St. Louis, MO | BA, May 2020

Major: Film & Media Studies | Minors: Design, Computer Science | GPA: 3.79/4.00

HOBBIES

Instertstate bikepacker | Award-winning playwright | Spy novelist | Improv comedian

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