



RICKY CARLTON

Designer, front-end developer and people leader

Contact me!
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Bio

Hi there! I'm Ricky, a creative thinker that specializes in designing for brands on the web, creating helpful user interfaces and bringing ideas to fruition through front-end development. I've been working in creative fields for over 14 years. Beyond that, I have over four years management experience and have a passion for leading creative teams and helping people grow in their roles. I'm an open communicator that values honesty and empathy.

Work Experience

2014 - Present

Launch That Design & Development Lead

July 2016 - Present

Promoted to Design & Development lead, began leading teams of individual contributors in July 2016. Responsible for creative direction, branding, UI/UX, user testing, development quality, web page speed, some project scheduling and communicating across departments with other leads and stakeholders.

Operating as creative director, designer and principle front-end on:

- drugwatch.com
- annuity.org
- consumernotice.org
- launchthat.com
- structuredsettlements.com
- mortgagenote.org
- hula.com

Web Designer

June 2014 - July 2016

Joined Launch That in June 2014 in a design role, where I was primarily responsible for wireframes, mockups, page creation and then front-end buildout. This role slowly evolved to become a principle design & front-end role. Before formally taking on a management position, I began mentorship and creative direction in this role.

2009 - 2014

The Disti Corporation Senior Graphic Artist

May 2009 - June 2014

Right out of college, I joined the Disti Corporation in a role focused on graphic design, 3D modeling & animation, and UI element design. The work ranged from high-detail, photoreal representation to more traditional print and web design work. Around mid-2012, I took on a leadership role and managed a small team of artists on a client-driven production schedule.

2005 - 2009

NAVAIR Orlando Media Artist

May 2005 - May 2009

A high school internship turned into a part-time role during my college years at a government job. The work focused around graphic design and 3D modeling, mostly for use in simulation environments.

Education

University of Central Florida

Major: Digital Media - Visual Language Bachelors of Arts

August 2005 - May 2009

UCF's digital media program focuses around creating a foundation for employment in digital media. Focuses were web, print, graphics, fine arts, film, animation. Part of a two-year intensive program with a production focus. Created a capstone short animated film alongside a team of 25 other artists. Served as Assistant Director of this film, the highest leadership role a student could hold.

The Nitty Gritty

Skills

Design

Branding, web design, UI/UX, print and media design, A/B and user testing, design-centric data tracking & analytics, iconography, navigations, design systems.

Development

HTML, CSS, SCSS, PHP, jQuery, Javascript, Twig, Timber, Gulp, npm, git, Wordpress, Advanced Custom Fields, Atomic design, BEM, MVC framework methodology.

Tools

Sketch, Adobe Creative Suite (especially Photoshop & Illustrator), Figma, InVision, UsabilityHub, Google Analytics, Google Optimize, Google Tag Manager, Google Search Console, GitHub, IDEs like Sublime or Atom, package managers, Cloudflare, Docker, Dockstation, Slack, performance management tools like 7Geese.

Bonus

SEO knowledge and experience, tools like Yoast and ScreamingFrog, CDN experience with tools like Cloudflare, a little experience with AWS, React, helped coordinate and set up a design system from scratch.

See What I've Done

Online Portfolio

www.rickycarlton.com