

# DOUGLAS ADDISON

*Senior Creative and Web Design Professional*

New Port Richey, Florida 34653 | (727) 808-0604

[doug@douglasaddison.me](mailto:doug@douglasaddison.me) | [www.linkedin.com/in/addisondesign](http://www.linkedin.com/in/addisondesign) | Portfolio Website: [www.douglasaddison.me](http://www.douglasaddison.me)

## SUMMARY

I lead creative and digital product initiatives from strategy through execution, specializing in UX/UI website design, branding, and integrated digital experiences across enterprise, agency, and startup organizations.

## EXPERIENCE

DA DESIGN CONSULTING

New Port Richey, Florida

**Creative Brand Consultant (Freelance)**..... 2025-Current

- Transform ideas into impactful brands through creative design, digital marketing, website development, SEO, and AI-powered automation systems that streamline workflows and enhance performance.
- Develop high-performing digital experiences by integrating strategic storytelling, site optimization, and intelligent AI tools that drive engagement, personalization, and measurable growth.
- Leverage creative direction, web strategy, and automated marketing systems to build scalable brand ecosystems that combine design excellence with data-driven AI insights.

**Key Skills:** AI Design/Automation, Brand Design, WordPress, Digital Marketing, Google Ads, SEO

BLOOMIN' BRANDS

Tampa, Florida

**Digital Product Manager (Contract)**..... 2024-2025

- Designed and deployed large-scale HTML email campaigns in Engage+, leveraging UTM tracking, dynamic content, and audience segmentation to reach 1.6 million recipients.
- Managed restaurant websites through Yext, and SiteCore delivering content updates, promotional initiatives, and landing page design.
- Owned end-to-end digital asset management, including deployment, documentation, and campaign archiving.
- Led user acceptance testing (UAT) for dynamic restaurant surveys and managed platform tag governance to support accurate engagement measurement.
- Supported CRM operations by coordinating web and email campaign deployments and providing ongoing administrative oversight.

**Key Skills:** Digital Product Management, Adobe Creative Suite, Email Marketing, HTML/CSS, CRM, SEO, UTM Tracking, Yext, Sitecore, Asana, SharePoint, Excel

RACE FACE BRAND DEVELOPMENT

Charlotte, North Carolina

**Director of Multimedia & Creative** ..... 2016-2024

- Owned creative direction and digital product strategy for motorsports branding initiatives.
- Designed NFT-based digital racing cards and collaborated with developers to deliver blockchain-enabled products.
- Led and mentored developers while maintaining brand consistency across all digital assets.
- Created sponsor-driven marketing decks, driver websites, and promotional campaigns that helped secure corporate sponsorships.

**Key Skills:** Product Design, Product Management, Adobe Creative Suite, Brand Development, NFTs, WordPress, Digital Strategy, Email Marketing, SEO Copywriting, Social Media, Video Production, E-Commerce, Basecamp

TAMPA BAY WATER

Clearwater, Florida

**Visual Communication Developer** ..... 2011-2016

- Managed three agency websites, design, content updates, and brand consistency across digital and print media.
- Designed monthly newsletters and executive presentations that translated complex engineering concepts into clear, accessible visuals.
- Implemented and enforced agency brand standards across print, web, and multimedia channels.
- Built and maintained the agency website and intranet, coordinated Mailchimp campaigns, and supported live-streamed meetings using AV platforms.

**Key Skills:** Web Design, HTML/CSS, Email Marketing, Graphic Design, DNN, Video Editing, Live Streaming, Annual Report Design

HOYU AMERICA (formerly SAMY Salon)

Oldsmar, Florida

**Product Designer /Art Director**.....2008–2011

- Translated brand strategy and consumer insights into market-ready hair care product designs.
- Designed product packaging, decorative labels, and enforced brand standards across product lines.
- Directed product photography and created 3D designs for retail point-of-purchase displays.
- Developed print advertising and marketing collateral to support product launches.
- Managed email marketing campaigns and e-commerce initiatives, increasing engagement and sales.
- Collaborated with HSN on promotions, online sweepstakes, and digital marketing campaigns.

**Key Skills:** Product Design, Branding, E-Commerce, Email Marketing, Product Photography, Web Design, Google Analytics, Graphic Design, Print

**EDUCATION**

ART INSTITUTE OF FT. LAUDERDALE, Ft. Lauderdale, Florida  
**Associate of Art and Science Degree**

**CERTIFICATIONS & AWARDS**

*Adobe Illustrator Certification*  
*Commercial Art Vocational Certificate — Marchman Vocational Center*  
*Gold MarCom Award*

**TECHNICAL SKILLS**

**AI Tools:**

ClaudeAI, ChatGPT, Firefly, Midjourney

**Design:**

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Lightroom, Acrobat)

**Web:**

HTML5, CSS, Bootstrap, WordPress, Dreamweaver, DotNetNuke, Sitecore, Yext

**Email Marketing:**

Engage+, Mailchimp, Constant Contact, UTM tracking, dynamic content, audience segmentation

**Video & AV:**

Adobe Premiere Pro, Crestron, TouchStream

**Project Management:**

Asana, Basecamp, SharePoint

**Office:**

Microsoft Office. PowerPoint, Excel