Cody Hopper

codyhopper.com
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[540 553 4030](540 553 4030)

Experience

Oldspeake   Front End Designer   2020–Present

- Iterated through design problems and developed code-based solutions
- Studied and practiced accessibility and user experience best practices on a daily basis
- Designed intuitive interfaces for AI and data-powered web applications, websites, marketing campaigns, and digital experiences
- Coordinated design and development life cycles with custom-built interfaces and resource management trackers
- Designed, built, and tested user interactions optimized for page load, performance, accessibility, and user experience
- Developed and deployed content marketing campaigns with founders and Chief Marketing Officer (CMO)

West Cary Group   Digital Designer   2019–2020

- Coordinated data-driven marketing and design operations
- Expedited project completion by delegating to strategists, copywriters, user experience designers, and data analysts
- Designed and critiqued brand materials, guidelines, and practices
- Audited client work and developed internal best practices for resource management and time tracking

VCUarts   Graphic Designer   2018–2019

- Designed and produced marketing materials for department needs in the School of the Arts
- Facilitated public and student tours, equipment and computer tutorials, and design production workshops
- Coordinated and deployed marketing and education campaigns with internal management teams often with looping GIFs and videos

Skills, Toolsets, Interests

Design	Development	Interests
Figma	Semantic HTML	User Research
Sketch	CSS, SCSS, Sass	Animation
Adobe CC + XD	JavaScript	Travel + Eco-Tourism
UX/UI Design	Git + GitHub	Folk Architecture
Data Visualization	PHP + Twig	Game Design
Accessibility Design	Visual Studio Code	Rock Climbing
Material Design	MAMP	Sustainable Coffee
Type Design	Terminal	Kan-ban Method
Typography	Craft CMS	City Engineering
Systems Design	AnimeJS	Reading the Specs

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Community

Mozilla Festival (MozFest)
Participated in group discussions and lectures on the topics of trustworthy AI, fighting misinformation, open source tools, accessibility, and making a better internet.

AIGA Midwest Design Week
Participated as Gold sponsor in virtual design conference hosted by several AIGA chapters in the Midwest celebrating the power of diversity and inclusion in our industry.

CreativeMornings
Regular attendee of breakfast lecture series that supports that supports the creative community by building networks and hearing from movers and shakers in the marketing and design industries.

Product Tribes Remote UX Design Conference
Annual attendee of fully distributed event highlighting collaborative environments in user experience design.

World IA Day
Annual attendee of international conference for supporting and learning about UX/UI design, information architecture, and related disciplines.

Mindful Mornings
Regular attendee of group mindfulness practices followed by a inspirational leadership lecture series pulling from a variety of industries.

Education

B.F.A. in Graphic Design, Minor in General Business
Virginia Commonwealth University, 2017–2019
• Ranked #1 Public Graphic Design Program in the United States
• Type Directors Club Scholarship, 1 of 7 International Recipients
• VCUarts Deans' Scholarship, 2018 Recipient
• Graduated with honors, Magna Cum Laude