

SETH BARKLEY

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A design thinker, a creative storyteller, and a goal-oriented digital designer with 15+ years experience in developing lead-generating, thoughtful and engaging visual marketing communications and mobile-first digital experiences.

Principal Digital Design / UX, Sabre (2011 - Present)

Primary designer & team lead for global customer-facing marketing websites & web applications. Manage global brand & creative standards both internally & externally, with support for 7 languages. Provide core support for company-wide internal communications.

- Partner with visual design & brand teams to lead full-scale responsive redesign & rebranding for sabre.com and related business units in 2014, 2016 & 2017
- Collaborate with regional marketing partners to design, deliver & support quarterly global customer-facing marketing campaigns
- Create & manage consolidated web pattern library based on product & UX visual language, Sabre Spark
- Design, implement & manage the self-serve responsive internal email template system for corporate communications team
- Craft custom web applications for product marketing teams

Creative Director, Tiny Lightning (2001 - Present)

15+ years of experience working with single-owner small businesses & mid-size companies. Projects range from simple brochure type websites to full rebranding packages.

- Design, develop & maintain entire digital presence, from social media to full custom websites
- Marketing & customer strategy consultation
- Photography & video production
- Branding, logo design, promotional media, & packaging

Senior Brand Communications, Sabre Travel Network (2006 - 2011)

- Designed & developed lead-gen micro-sites & supporting digital assets for global B2B product marketing campaigns
- Designed & developed global email marketing campaign templates & targeted newsletters
- Primary videographer, art director, & editor for all video communications
- Designed & created campaign supporting digital advertising
- Managed & administered various social media accounts across major brands
- Equipped & reported campaign & site-wide web/email analytics

Texas Christian University, BBA Marketing & BBA Entrepreneurial Management