

April Zammass

Graphic & Production Designer · Brand, Web & Email Systems · AI-Assisted Design

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Summary

Designer with 20+ years across brand, marketing, web, and email, and a rare technical edge from four years as a Senior Software Engineer at Capital One. Known as the team member who bridges creative execution, technical systems, and platform management: self-teaching complex tools, building repeatable systems, and training others to use them. Works with AI daily (Figma, Lovable, ChatGPT, Claude, Adobe Firefly) to design, prototype, and ship faster without sacrificing craft.

Experience

Installation Made Easy, Inc. (IME) · *Graphic/Production Designer, Marketing* · Remote · April 2023 – Present

- In-house subject matter expert for Salesforce and SendGrid email; owns how marketing builds, maps, and deploys email at scale across multiple retailers and business units.
- Implemented a new SendGrid marketing email program: migrated key content from Salesforce, built templates, tested designs, and set up sender profiles for each retailer.
- Established a new Salesforce business unit for Lowe's, migrating content and configuring sender authentication with IT and deliverability teams.
- Developed brand guidelines for Lowe's, BJ's, IME, RONA Home Services, and Confident Remodels.
- Designed and launched new sites for Confident Remodels and BJ's; built static Umbraco landing pages and campaign assets for multiple retailers.
- Produced promotional materials, emails, and signage for Ace Hardware, BJ's, CCA Global, Northern Tool, Sam's Club, and Wayfair, plus mock-ups for new programs.
- Created reusable templates, email matrices, and developer documentation that cut manual effort and reliance on outside consultants.
- Learned Figma and Webflow on the job; trains marketing and external teams on tools and processes.
- Rated Exceeds Expectations in 2025 review; recognized as an operational backbone of the marketing team.

Zamma Corporation · *Graphic Designer, Marketing* · April 2020 – April 2022 (*Freelance via Creative Circle, November 2018 – April 2020*)

- Concept, design, and production of branding, social media, sales catalogs, product guides, displays, and web content.
- Maintained brand guidelines and asset libraries; managed Amazon Seller Central and Meta Ads creative.

Katora LLC · *Co-owner, Marketing* · October 2017 – May 2024

- Led marketing, branding, recruitment, and operations, including inventory and supply chain oversight.

Capital One · *Senior Software Engineer* · June 2013 – September 2017

- Designed, coded, tested, and deployed features for scalable products using CI/CD best practices in agile teams.

InfoComm International · *Technical Website Coordinator* · April 2010 – June 2013

- Developed and maintained websites and CMS platforms; implemented social media marketing and site analytics.

Stem Creative · *Freelance Designer* · November 2007 – September 2017

- Branding, print, and web design for clients in education, entertainment, finance, government, medical, real estate, manufacturing, and technology.

Earlier: Creative Services Manager, USA Development Services (2006 – 2007) · Director of Creative Services, Clarion Management Resources (2004 – 2006)

Skills

Design: Figma, Adobe Creative Cloud, Adobe Firefly, Adobe Stock, Canva, brand systems, typography, UI and responsive design, wireframing

AI tools: ChatGPT, Claude, Lovable, Adobe Firefly

Web & email: Salesforce, SendGrid, Webflow, Umbraco, WordPress, Drupal, HTML, CSS, JavaScript, GitHub, Akamai

Marketing: Meta Ads Manager, Google Analytics, Constant Contact, Amazon Seller Central

Collaboration: Asana, Jira, Confluence, Basecamp, Slack, Google Workspace, Microsoft Office

Education

Art Institute of Washington · Associate in Arts, Multimedia & Web Design · Graduated with Honors