

SUMMARY

Highly creative and detail-oriented Senior Graphic Designer holding a Bachelor of Arts in Graphic Design and 15+ years of experience in building brands, developing marketing campaigns, leading junior designers, and supervising brand licensing accounts. Expertise in defining strategic direction for designs, cultivating visual solutions, and customizing logos. Skillful in developing corporate communications, maintaining brand consistency, and exceeding client expectations.

EMPLOYMENT HISTORY

Senior Graphic Designer, August 2022 - Present | Vermont State University, Johnson, VT

- Implement the brand identity into all print and digital collateral by utilizing creative skills, following brand guidelines, and fostering strong relationships with faculty and staff, thereby ensuring brand consistency across five campuses.
- Lead marketing campaigns by cultivating creative concepts, collaborating with cross-functional teams, and aligning with creative briefs, exceeding expectations.
- Supervise freelance and student designers, streamlining a demanding workload.
- Oversee brand licensing accounts ensuring consistency across five campuses and four athletic brands.

Marketing Design and Production Manager, July 2016 - 2022 | Northern Vermont University, Johnson, VT

- Designed the new institution logo suite, created visually engaging print and digital collateral following brand guidelines and creative skills, enhancing the overall brand presence and cohesion.
- Managed design projects from concept to production demonstrating effective project management skills and achieved industry recognition.
- Created compelling video content for social media increasing engagement and brand visibility.
- Managed institution and athletic brand accounts ensuring brand integrity and adherence to licensing agreements.

Marketing Design Specialist, May 2007 - 2016 | Johnson State College, Johnson, VT

- Designed visually compelling print materials for both internal and external marketing.
- Managed college print shop and provided printing services for internal and external communities.
- Created compelling video content for college YouTube channel catering to the student body.

Adjunct Faculty, Jan 2015 - Present | Vermont State University, Johnson, VT

- Instructed post-secondary students across various fields in digital media and video production.
- Taught using methods like project-oriented learning, class discussions, live demonstrations, and group critiques.

Freelance Designer, May 2007 - Present

- Provide design services on various print and web based projects for businesses, schools, and nonprofit organizations.

EDUCATION

Bachelor of Arts in Graphic Design | Lyndon State College

SKILLS AND CORE COMPETENCIES

Branding and Identity Design, Logo Design, Typography, Layout and Composition, Color Theory, Motion Graphics, Video Production, Creative Problem Solving, Mac OS, Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere, After Effects, Acrobat), Microsoft Office Suite (Word, Excel, Teams, PowerPoint, Outlook), Wrike, Basecamp, Asana, Slack, ReviewStudio

REFERENCES

Available upon request.