
SUMMARY

Experienced senior designer with a decade-long track record of shaping brands and crafting engaging user experiences. Specialized in brand, web, and graphic design, with proficiency in tools such as Adobe Creative Cloud, Canva, and Wordpress.

WORK EXPERIENCE

FREELANCE DESIGNER

2018 - Present

- Create custom visual assets, including logos, color palettes, and typography, to establish strong brand identities.
- Design and develop responsive, user-friendly websites that prioritize both aesthetics and functionality, enhancing the online presence of diverse businesses.
- Manage multiple projects simultaneously, meeting strict deadlines and consistently delivering high-quality design work.
- Leverage a range of design software and tools, including Adobe Creative Suite, WordPress, and Squarespace.
- Stay up-to-date with emerging design trends, technologies, and best practices to continually improve design solutions.

DESIGN AND MARKETING MANAGER, THE MUNCEY GROUP

2019 - 2020

- Ensured brand visuals and voice alignment with company vision and values.
- Supervised website redesign to maintain brand consistency.
- Developed comprehensive marketing campaigns, encompassing content, visuals, landing pages, and emails through Hubspot.
- Collaborated with the social media associate to integrate social media channels into the overarching marketing strategy.

GRAPHIC DESIGNER, EZE SOFTWARE

2016 - 2019

- Spearheaded the corporate rebranding initiative, encompassing the creation and launch of the company logo, internal brand book, and website.
- Ensured seamless integration of the redesigned brand across all company materials.
- Maintained oversight of the company's adoption of the updated look-and-feel.
- Crafted all visual elements for a 4-day client conference, including comprehensive branding, website design, signage, and 14 PowerPoint presentations.
- Developed and designed email templates for Pardot, employing Adobe Photoshop, HTML, and CSS for enhanced marketing communication.

GRAPHIC DESIGNER, GIBSON SOTHEBY'S INTERNATIONAL REALTY

2014 - 2016

- Led the overhaul of marketing materials, encompassing internal and external resources.
- Crafted direct mailing booklets utilizing Adobe InDesign, Adobe Illustrator, and Adobe Photoshop.
- Generated compelling infographics and visuals for the company's blog.
- Developed advertisements and open house materials for a diverse group of around 200 agents.
- Designed branding elements for real estate developments, including logo creation, typography selection, and color palette development.

EDUCATION

FRONT END WEB DEVELOPMENT BOOTCAMP, GENERAL ASSEMBLY

2015 - 2016

BA, GRAPHIC DESIGN, NEWBURY COLLEGE

2008 - 2012

SKILLS

Adobe Photoshop, Adobe Indesign, Adobe CC, Microsoft Office, Typography, Web Design, Marketing, Graphic Design, Canva, Squarespace, Wordpress, HTML, CSS