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CAREER SUMMARY

As a highly creative and meticulous graphic designer with 10+ years of experience, I have a proven track record of delivering innovative and variety of clients. Skilled in Adobe both print and digital media, I am passionate about creating visually appealing designs that communicate complex ideas and evoke emotional responses. With a focus on meeting deadlines and exceeding client expectations, I am excited to apply my skills to support a dynamic and growing organization that values creativity and innovation.

- Also proficient in utilizing Adobe Premier Pro for social media shorts effectively boosting interaction ratings
- Experienced in public speaking, with a dynamic and creative utilization of PowerPoint presentations.

EXPERTISE

Project Management | Customer Service | Sales Representative | Analysis | Persuasive Copywriting | Event Detailing
Database Administration | Process Development & Implementation | Editor/Proofreader | Compiling Status Reports

TECHNICAL SKILLS

Salesforce | Workamajig | Workday | OMS | AS400 | Bartender | CMS Management | Product Photography
Social Media Management | Print Press Operations | Adobe Creative Suite | Microsoft Office 360 | Mac OS | Windows OS

EDUCATION & CERTIFICATIONS

Antelope Valley College | Graphic Design

2011 – 2013

Antelope Valley High School | General Education

1997 – 2001

WORK EXPERIENCE

Graphic Designer II | Deluxe, Remote, GA

June 2021 – Present

Communication with my team members is an essential component to an effective day, building a strong relationship and trust among my peers. Responsibilities include production work, billing, coordination, training and other tasks as needed.

- Daily production designs for various departments such as Deluxe, Safeguard, DBM, COD, Arvest, Psprint and other current sales departments using the Adobe Creative Suite. This includes a variety of projects from business cards, illustrations, and logos to websites depending on the scope of the project.
- Took on a separate roll as Project Coordinator while coworker was on sabbatical for 3 months and helped to improve workflow performance with intake email forms.
- Coordinated daily workflow within the creative design services department for 3 months which included processing design request quotes, entering projects into our CMS, and evaluating artwork coming into our department for revision.
- Held a leadership role in developing our departments live 256-page SOP that has since been used to onboard new offshore team members. Received exceeds expectations for my participation regarding this document.
- Trained offshore team members for their designer and coordinator rolls at Deluxe and continued to edit the SOP to streamline information while it changed.
- Currently doing daily, bi-monthly, and monthly billing for my department which includes audit reports, invoicing, and monthly statements.

GRAPHIC DESIGN & MARKETING ASSISTANT | GVH Distribution, Coeur d'Alene, ID

Feb 2019 — June 2021

My time at GVH consisted of creating visual concepts for customers via email, phone, or in person meetings. While listening to the client I would develop and layout all information provided to me communicating their ideas to paper. Once done, I built upon that information digitally to go above the standard request to show them what could be achieved; working with my Marketing Director who would then take the designs to upsell to the customer.

- Designed and executed visual branding for multiple clients, resulting in an increase in brand recognition and customer engagement.
- Produced marketing materials including brochures, flyers, and social media posts, leading to an increase in website traffic and in social media engagement.
- Collaborated with clients and team members to develop design concepts and refine final deliverables, resulting in a great client satisfaction rates.
- Managed multiple projects simultaneously, ensuring timely delivery and high-quality results, resulting in a 98% on-time project completion rate.
- Conducted pre-press checks to ensure print-ready files and provided print production oversight, resulting for an error-free print production rate.

GRAPHIC DESIGNER & CUSTOMER SERVICE | Lejon of California, Corona, CA

June 2013 — Feb 2019

Daily interactions with salespeople and customers led me to have a great understanding of customer facing operations and upselling. Regularly made custom production sheets, look books, catalogs, and other printed or digital materials for the customer or salespeople to use.

- Successfully managed all graphic design projects, including creating catalogs, advertisements, line sheets for sales representatives, logos, brochures, and other art, consistently meeting tight deadlines.
- Collaborated with management to develop 3D renderings of retail products, packaging designs for stores, point-of-sale displays, and innovative concepts for new development.
- Conducted product photography using both natural and artificial lighting techniques, carefully arranging scenes to capture well-balanced and visually appealing images that accurately represented the products.
- Led the development of product imagery, ensuring high-quality editing and post-processing to achieve polished and professional results.
- Assisted owners in product development initiatives, contributing to the design and production of belts, bags, wallets, and accessories. Implemented a systematic approach by assigning development numbers for efficient cataloging and meticulous item organization.
- Managed content for the company's website, including image editing, detailed product descriptions, and the integration of SEO keywords. Regularly updated product listings to ensure accuracy and availability, while also overseeing shipping logistics by coordinating with appropriate carriers. Additionally, created engaging advertisements for platforms such as Google Ads and Facebook Ads to drive sales and increase brand visibility across various websites.

INTERESTS & HOBBIES

Gardening: Currently trying to renovate my backyard for an outdoor area and garden.

Photography: I love photography! I have done maternity & family photoshoots, although stressful in the moment I love to finish the edits later to see what I was able to accomplish. I'm proficient in natural light photography, with a focus on capturing candid moments.

Party Planning: I have successfully planned weddings, birthday parties, tea parties and a number of other themed ideas for fun. I love helping family and friends with any of their creative ideas.

Arts & Crafts: Crocheting, painting, sketching, Legos, and a various other DIY projects.

Hiking: I love getting outdoors with my dogs and taking hikes to get some fresh air and reset my inner self.