

## Senior Graphic Designer | Visual Communications Expert | Brand Development

Innovative and results-driven Senior Graphic Designer with extensive experience delivering high-impact visual solutions across print, digital, web, and environmental media. Proven ability to manage full project lifecycles, collaborate cross-functionally, and deliver creative assets that support business objectives. Skilled in client engagement, project management, team leadership, and vendor coordination. Expertise in developing brand identities, executing multi-channel marketing campaigns, and maintaining consistent brand messaging across platforms.

### Core Competencies

- Visual Brand Strategy & Development
- Multi-Channel Marketing Design (Print, Digital, Web, Environmental)
- Corporate Identity & Logo Design
- Creative Project Management
- Budget Management & Cost Control
- Print Production & Prepress Preparation
- Color Correction & Photo Retouching
- Vendor Negotiation & Relationship Management
- Team Leadership
- Deadline-Driven Workflow Optimization
- Cross-Functional Team Collaboration
- Marketing Campaign Execution
- Client Communication & Stakeholder Engagement

### Professional Experience

#### Freelance Senior Graphic Designer | Challenger Design Phoenixville, PA | June 2010 – present

- Direct end-to-end creative development for mid-to-large scale corporations, non-profits, and diverse industries.
- Design and execute marketing and advertising materials including print ads, brochures, direct mail, digital banners, trade show displays, outdoor signage, corporate identity collateral, and newsletters.
- Lead client consultations to define project objectives, establish creative briefs, and ensure alignment with brand standards.
- Oversee full production process including file preparation, prepress, print vendor coordination, and quality assurance.
- Manage business operations including client acquisition, budgeting, invoicing, scheduling, and workload prioritization.
- Deliver projects on time and within budget, consistently exceeding client expectations.

#### Graphic Design Specialist | Liberty Lutheran Ambler, PA | July 2015 – October 2017

- Managed multiple simultaneous design projects from concept through final production for print, digital, and internal communications.
- Developed and implemented creative briefs and digital project management systems to track progress, optimize workflow, and meet strict deadlines.
- Collaborated with marketing and leadership teams to create innovative visual content that strengthened organizational brand identity.
- Designed and produced marketing collateral including brochures, flyers, event materials, infographics, and digital assets for web and social media platforms.
- Supported fundraising and community engagement efforts with compelling campaign visuals.

#### Graphic Designer II | Mercy Health System Conshohocken, PA | September 2008 – December 2012

- Designed and managed a wide range of print and digital assets including direct mail campaigns, web banners, pole banners, trade show displays, outdoor signage, corporate identity materials, and branded marketing collateral.
- Developed and enforced brand guidelines to ensure consistency across all marketing channels.
- Partnered with cross-functional teams to create targeted materials that aligned with strategic marketing objectives.
- Maintained responsibility for final production preparation, vendor communication, and quality control across all deliverables.

### Education | Kutztown University, Kutztown, PA—BFA, Communication Design

### Technical Proficiencies

- Adobe Creative Cloud: InDesign CC, Illustrator CC, Photoshop CC, Acrobat Pro
- Microsoft Office Suite: Word, PowerPoint, Excel

### Awards/Recognitions

- Neographics 2009 Franklin Award of Excellence—BreastCheck10 Direct Mail Campaign
- Silver Winner, 27th Annual Healthcare Advertising Awards—Passport to Health & Wellness