

Sr. Graphic Designer

*Strategic Market Planning / Digital Project Management / Business Expansion & Sales Growth
Marketing Campaigns Administration / Innovative Concepts Ideation / Front-end Development*

Highly productive, award-winning, and results-oriented professional with 10+ years of experience in spearheading the end-to-end management of creative design projects within fast-paced settings. Experienced in leading design teams to deliver global brand assets and ensure brand consistency. Adept at steering the design and delivery of impactful marketing collateral, social media content, and sales enablement tools to achieve strategic objectives.

Well-versed at the development and standardization of creative and operational “Best Practices” to drive creative performance and implement successful campaigns. Capacity to adapt in rapidly changing environments by fostering relationships, thinking outside the box, demonstrating flexibility, and an entrepreneurial spirit and innovative mind-set.

Areas of Expertise:

- Creative Content Development
- Brand Visibility & Awareness
- Marketing Collateral Creation
- Process Improvement Initiatives
- Proposal Preparation/Contract Negotiations
- Digital Marketing Campaigns
- Key Stakeholder Engagement
- Strategic Relations/Business Alliance
- Appealing Content Curation
- Team Building & Leadership

PROFESSIONAL EXPERIENCE

Laundrylux – Inwood, NY

Sr. Visual Designer / Marketing Project Manager (2012 to Present)

Orchestrate and implement robust marketing and branding strategies to maximize brand awareness and visibility among people within a competitive market environment.

Manage the creation and delivery of engaging print and digital marketing materials for North American network of distributors and customers. Lead the full life cycle management for multiple projects, such as special events and exhibit design, social media graphics, direct mail, email marketing, and retail store layout. Administer the website design and development process, leveraging exceptional analytical proficiencies. Coordinate with international marketing team on implementation of robust marketing strategies and campaigns to propel strategic objectives. Oversee marketing budget, analyze variance reports, and devise effective plans to minimize budget deviations. Strengthen lucrative working relationships with key stakeholders through interactive collaboration.

Selected Contributions:

- Earned “2015 GDUSA In-House Graphic Designer Award” and managed direct-mail marketing and corporate identity for PLUS (Professional Laundry Utility Service) service.
- Supported sales team in closing a high value deal up to \$500K through delivering appealing presentations to wide range of store owners.
- Led and developed a highly skilled and dedicated team of freelance designers and developers, assessed performance, and proposed plans to foster creative management capabilities.

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Candice Evans

SBLM Architects – New York, NY

Jr. Graphic Designer (2011 to 2012)

Provided high-level support in the design for bid submission for Nassau Community College with overall bid value \$20k.

Provided high-level support in the design, print, and assembly of effective marketing collateral for architectural bidding process. Conducted detailed analysis of texts to eradicate discrepancies and ensure strict compliance with branded guidelines for bid submissions. Delivered quarterly presentations for departmental review. Performed extensive research to identify new design trends and assess impact on marketing strategy.

Selected Contribution:

- Executed design aesthetics for environmental signage in 3D building mock ups while collaborating with highly skilled and dedicated architectural team.

Hair Designer TV – Riverhead, NY

Graphic Designer (2007 to 2011)

Spearheaded the end-to-end management of innovative design projects while finalizing deliverables within time, scope, and financial constraints to propel marketing efforts.

Oversaw the creation and delivery of assets catalogs such as, presentations, flyers, invitations, editorial ads, and email campaigns to enhance brand visibility. Conceptualized and executed impactful corporate campaigns, including print collateral, signage, digital assets, email, and social media graphics to maximize digital/traditional footprint of brand. Managed the design of on-line publications, M.O.D Magazines, to produce engaging content. Supervise and mentor freelance writers, assess performance, and devise effective plans to improve productivity and efficiency.

Selected Contribution:

- Finalized the editorial layout of beauty and hair coffee table book through maintaining consistent engagement with Lois Christie, CEO of Intercoiffure America/Canada (ICA).

EDUCATION

B.A. Graphic Design • the Art Institute of Pittsburgh – Online Division, 2019

A.O.S Graphic Design • the Art Institute of NYC, 2005

AWARDS

[GDUSA American Designer Award, 2018](#)

[GDUSA In-House Graphic Designer Award, 2015](#)

TOOLS & TECHNOLOGIES

Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Dreamweaver, Animate, Muse) | QuarkXpress | HTML | JavaScript | CSS Coding | Microsoft Office Suite | Microsoft Dynamics | Bootcamp | PHP