



CANDICE EVANS

SENIOR VISUAL DESIGNER

MY BACKGROUND

Highly productive, well-versed, and results-oriented design professional with over 10 years of experience in creating and implementing robust marketing and brand collateral to maximize brand awareness and visibility.

ACCOMPLISHMENTS

- GDUSA American Designer Award, 2018
- GDUSA In-House Graphic Designer Award, 2015

GET IN TOUCH

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Perkasie, PA 18944

PROFESSIONAL EXPERIENCE

Freelance - Digital & Print Design • 2010 – Present

candidDesigns – Remote

Work with small business owners to create and deliver digital and printed marketing materials to build brand awareness. Develop strategies and campaigns for social media marketing and email communications. Adhere to clients' budget and analyze the market and programs for money saving techniques. **Work highlights include:**

- Learning the foundation and principles of UI design through developing wire-frames and front-end design work for clients' websites.

Sr. Visual Designer/Marketing Project Manager • 3/2012 – 9/2019

Laundrylux – Inwood, NY

Created and delivered engaging digital and print marketing materials for North American network of distributors and customers. Lead the full life cycle management for multiple projects including special events and exhibit design, social media graphics, direct mail, and email marketing campaigns. Improved user experience on public website. Managed the marketing budget by analyzing variance reports and devising effective plans to minimize budget deviations cutting spending by 15%. **Work highlights include:**

- Supported sales team in closing a high value deal up to \$500K by 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.

Jr. Graphic Designer • 5/2011 – 2/2012

SBLM Architects – New York, NY

Designed, printed, and assembled effective marketing collateral for the architectural bidding process. Conducted detailed analysis of text to eradicate discrepancies and ensure strict compliance with company brand guidelines. Performed extensive research to identify new design trends and assess impact on overall marketing strategy. **Work highlights include:**

- Participated in the design creation for bid submission for Nassau Community College; overall bid value \$20k.

Graphic Designer • 9/2007 – 5/2011

Hair Designer TV – Riverhead, NY

Spearheaded the end-to-end creation and management of innovative marketing collateral for email campaigns, presentations, flyers, invitations, social media graphics and editorial ads to enhance brand visibility. Supervised and mentored freelance writers, assessed performance and devised effective plans to improve productivity and efficiency. Currently providing freelance website maintenance and marketing support. **Work highlights include:**

- Created and delivered the finalized editorial layout of the 2010 "Beauty, Hair & Fashion" coffee table book for Intercoiffure America/Canada (ICA).

AREAS OF EXPERTISE

- Digital Marketing Campaigns
- Marketing Collateral Creation
- Creative Content Development
- Key Stakeholder Engagement
- Strategic Relations & Business Alliance
- Team Building & Leadership
- Business Expansion/Sales Growth

EDUCATION

B.A. Graphic Design • The Art Institute of Pittsburgh, 2019

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

TOOLS & TECHNOLOGY

Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Dreamweaver, Animate, Adobe) | QuarkXpress | HTML & CSS | WordPress PHP | Microsoft Office Suite