



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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108 Cranberry Cir
Perkasie, PA 18944

PROFESSIONAL EXPERIENCE

Graphic Designer • 4/2021 – Present

Janney Montgomery Scott LLC – Philadelphia, PA

Work with the Learning Department to create various marketing materials for internal corporate events including email communications, websites, brochures, PPT decks, and Guidebook event app and exhibit design. **Highlights include:**

- Curated and designed the full branding & marketing collateral for the 2022 Wealth Management Conference in Baltimore, which hosted over 200 Financial Advisors.

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. **Highlights include:**

- Learned the foundation & 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 the North American network of distributors and customers. Lead the full life cycle management for multiple projects including exhibit design, social media graphics, direct mail, & email campaigns. Managed marketing budget by analyzing variance reports and devising effective plans to minimize budget deviations cutting spending by 15%.

Highlights include:

- Supported sales team in closing high value deals up to \$500K by delivering appealing presentations to wide range of store owners.
- Led a highly skilled team of freelance designers & developers, assessed performance, & proposed plans to foster creative management capabilities.

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

SBLM Architects – New York, NY

Designed, printed, & 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 research to identify new design trends & assess impact on overall marketing strategy. **Highlights include:**

- Participated in the design creation for the 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 & management of innovative marketing collateral to enhance brand visibility. Supervised team of freelance writers, assessed performance & devised effective plans to improve productivity & efficiency. Currently providing freelance website maintenance and marketing support. **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, Premiere Pro, Adobe Acrobat) | HTML & CSS | WordPress PHP | Microsoft Office Suite | Cvent | Guidebook