



## SENIOR DESIGNER – BRAND & MARKETING DESIGN

### Professional Summary

Creative and strategic Senior Designer with extensive experience in digital and brand marketing design, skilled at delivering cohesive, impactful visual solutions. Proficient in Adobe Creative Suite, concept development, and brand identity creation, with a strong track record in both B2B and B2C projects. Thrives in collaborative environments and committed to producing engaging, user-centered designs that drive brand growth.

### Areas of Expertise

- Digital and Print Design
- Brand Development & Visual Identity
- Cross-functional Collaboration
- Concept Development & Campaigns
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Project Management & Timeline Execution
- Team Leadership & Mentorship

## PROFESSIONAL EXPERIENCE

### Senior Digital Designer | RE/MAX, LLC, Denver CO | *Sep 2019 - Aug 2023*

- Led creative direction for digital marketing campaigns and microsites, driving brand consistency and lead generation.
- Managed and optimized Figma design systems, fostering efficient team collaboration and project workflows.
- Created high-impact digital and print assets, contributing to brand visibility and customer engagement.

### Digital Art Director | ContextWest Marketing Agency | *Nov 2017 - Mar 2019*

- Directed brand-focused B2B projects, aligning design solutions with client objectives across digital channels.
- Spearheaded cross-functional team projects to craft unique visual identities and responsive UI/UX web designs.
- Mentored junior designers, fostering a collaborative team culture and skill development.

### Graphic Designer | FSW | *Feb 2014 - Apr 2016*

- Developed advertising campaigns, supported social media initiatives, and created landing pages for client projects.
- Executed email marketing designs aligned with client brand goals and strategies.

## EDUCATION

**Bachelor of Arts in Graphic Design** | Art Institute of Colorado

**Associate of Fine Arts** | Cowley College