



Clive Wilson

Senior Graphic Designer

CONTACT DETAILS

- 555-555-555
- clivewilson1@gmail.com
- Columbus, OH

CORE SKILLS

- Brand Compliance
- Project Management
- Art Direction Principles
- Concept Development
- Quality Control Standards
- Graphic Design/Animation
- Photography/Photo-editing
- User Experience & Interface

PROFESSIONAL PROFILE

Enthusiastic Senior Graphic Designer with 15+ years of success in utilizing standard software to produce visually captivating print collateral, digital assets, websites, and social media content for multi-industry clients. Solid understanding of typography, including knowledge of different typefaces, font pairing, hierarchy, kerning, leading, and grids. Accustomed to simultaneously finalizing several large-scale projects that optimize user experiences.

CAREER SUMMARY

Jan 2018 - Present

Digital Media Management, Columbus, OH
Senior Graphic Designer

Outline

Employ expertise to design appealing graphics, compositions, and other visual elements, for a full-service agency that is dedicated to managing high-profile individuals, brands, and theatrical movies across all digital platforms.

Key Responsibilities

- Spearhead projects from conception to completion, ensuring they are delivered on time, within budget, and according to expectation.
- Coordinate with clients, vendors, account managers, and other stakeholders to understand requirements and establish realistic schedules.
- Generate innovative briefs, visual strategies, art direction, mood boards, and proposals that entice senior executives.
- Translate user flows by outlining wireframes, mockups, and prototypes for websites.
- Enhance customer identities, including logos that effectively align with their values, message, and target audience.
- Prepare and package files to verify accuracy, resolution, shade consistency, and adherence to specifications.
- Liaise with copywriters and marketers to conduct QC checks, address challenges, make informed decisions, and provide alternative options when necessary.
- Lead, mentor, and relay feedback to graduate team members to facilitate their high-quality output.

Key Achievements

- Increased satisfaction scores by 30% on average through demonstrating a commitment to always exceeding client objectives.
- Initiated online visual content strategies that led to a 24% increase in engagement metrics, such as likes, shares, and followers, which drove audience interaction.
- Executed campaigns which boosted 150+ clients' brand recognition and market awareness by 40% as measured by consumer surveys and increased website traffic.
- Saved \$6K+ due to negotiating and securing favorable agreements with print suppliers.

Jul 2014 - Dec 2017

Paramount, Columbus, OH
Graphic Designer

Outline

Applied relevant principles, typography, and color theory techniques to fashion aesthetically pleasing and impactful visuals, for a prominent media and entertainment company that originates premium content and experiences for audiences worldwide.