John Doe

johndoe11[@gmail.com](mailto:nicktidwell52@gmail.com)

[Skills](https://old.reddit.com/r/EngineeringResumes/wiki/index#wiki_skills)

**Languages:** English, Spanish

**Technologies**: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, CorelDRAW

[Experience](https://old.reddit.com/r/EngineeringResumes/wiki/index#wiki_work_experience)

Senior Graphic Designer , Creative Vision Agency – Orlando, FL May 2019 [– Present](https://www.reddit.com/r/EngineeringResumes/wiki/index#wiki_dates)

* Led design projects for high-profile clients, creating brand identities, marketing collateral, and digital assets that boosted client engagement by 35%.
* Redesigned the user interface for the agency’s top client’s mobile app, improving usability and achieving a 20% increase in customer retention.
* Developed a streamlined design process using Figma, reducing project turnaround time by 25% and improving cross-functional collaboration.
* Directed a team of 3 junior designers, providing mentorship and feedback to ensure high-quality, on-brand visuals.
* Collaborated with marketing teams to create social media graphics and campaign visuals that increased brand reach by 40%.
* Designed logos, brand guidelines, and promotional materials for 20+ clients, helping them establish and elevate their brand identities.
* Created print and digital ad designs for email marketing, social media, and web, resulting in a 30% average increase in ad engagement.

[Projects](https://old.reddit.com/r/EngineeringResumes/wiki/index#wiki_projects)

**Rebrand for Coastal Outdoors**

* Led a full rebrand for Coastal Outdoors, including logo redesign, new brand colors, and updated visual guidelines that modernized the brand image.
* Created a brand book and digital assets, leading to a 50% increase in brand recognition and consistency across platforms.

[Education](https://old.reddit.com/r/EngineeringResumes/wiki/index#wiki_education)

**Florida State University** –– *Bachelor of Fine Arts in Graphic Design*