

Jasmine Brown

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PROFILE

A Senior Graphic Designer with 10+years of experience specializing in brand messaging, digital marketing, project management, and UX design. A proven track record of defining high-impact visual solutions to drive brand awareness and sales growth. Adept at building and leading exceptional design teams to execute projects for enterprise clients.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

Cadence Marketing Solutions Inc., Boston, MA | October 2017
- Present

- Manage and lead a team of 15+ designers to produce high-quality marketing materials for web development projects and rebranding initiatives valued at up to \$500K, including graphic design, photography, custom logos, and website design
- Collaborate with clients, senior executives, copywriters, and marketers to define strategic direction for designs based on market indicators and brand identity
- Identify visual solutions for an underperforming retail brand, develop digital marketing materials, and contribute to a 150% increase in sales revenue

Graphic Designer

Aegis Graphic Design Inc., Boston, MA | May 2013 - October 2017

- ◆ Managed graphic design advertising projects for client accounts valued at \$500K-\$1M, led graphic designers and marketing teams, and ensured compliance with client requirements
- Created design pitches and delivered presentations to enterprise clients to secure million-dollar contracts with national and international businesses
- Developed custom artwork and layouts for banners, posters, publications, websites, flyers, and print and digital signage

EDUCATION

Bachelor of Arts (B.A.) Digital Arts & Media Design

Boston College, Boston, MA
September 2009 — May 2013

KEY SKILLS

- ◆ InDesign
- ◆ Creative Thinking
- ◆ Typography
- ◆ Project Management
- ◆ Stakeholder Management
- ◆ Digital Marketing

CERTIFICATIONS

- ◆ Adobe Certified Expert - Adobe InDesign, 2016
- ◆ Adobe Certified Expert - Adobe Photoshop, 2016