

GRAPHIC DESIGNER/COMMUNICATION SPECIALIST

Summary

Highly creative and multi-talented Graphic Designer with more than 10 years in publishing and print design who passionately mentors creative teams to surpass goals and client expectations.

Experience

08/2010 to 04/2017

Graphic Designer/Communication Specialist 3M Companies 1/4 Clarkston, GA

- As acting Director of Communication, successfully managed 8 senior leaders and maintained workflow and standards under a 30-hour-per-week departmental deficit over a 13 month period. Led design and development of new programs, events, and promotional graphics, web design & maintenance, departmental creative meetings, promotional scheduling, and task management.
- Created photography for print and managed social media campaign communication between donors and leaders, including a 24-hour live stream of building construction as part of two capital campaigns which raised over \$10M.
- Increased site traffic on grace360.org by 500% from 2014-2016 using per-page SEO. Wireframed and re-designed UI/UX for grace360.org with Wordpress, reducing page load times by 60%.
- As in-house Print Production Supervisor, developed print methods and implemented usage tracking to reduce sheets printed per year from 100,000 to 75,000, creating a 25% annual paper budget surplus.
- Using Constant Contact, designed and wrote content for a weekly e-mail campaign which increased in open rate and click-thru engagement by 30% from 2014-2016.

03/2007 to 12/2009

Graphic Designer Diocesan Publications 1/4 City, STATE

- Created over 300 new options for the Covers-on-Demand design library for 45-60 liturgical events per year over 2 years as lead graphic designer on a three person team.
- Developed file organization system for documents & data on 350 churches, provided client phone support and customer service for software & web, prepared client documents for pre-press, maintained internal computer network as part of an admin team.

11/2006 to 04/2009

Writer/Columnist Vending Times Magazine 1/4 City, STATE

- Researched and wrote an 850 word monthly music review column which scored an 86% "read/recall" rating in a 2008 reader survey.

Education and Training

2004

Bachelor of Arts : English Calvin College 1/4 City, State

Certifications

Museum of Modern Art (Coursera) - Postwar Abstract Painting, 2017

Skills

Graphic Design • Creative Direction • Communication • Relationship Management • Leadership • Photoshop • Illustrator • InDesign • Lightroom • Acrobat • Premiere • Wordpress • Microsoft Office • Photography/Retouching • Writing/Editing • HTML/CSS/PHP • Video Production • Print Production • Email Marketing • Social Media • Traditional Media Art • Art Direction • Social Media • Mac • Windows