



senior brand designer

angellatham.com
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347-935-6969

Designer, illustrator,
and doodler with
5+ years experience
aiding clients in bringing
their brands back to life.

Passionate and
detail-oriented creator
with innovative solutions
and unique designs.

skills

software

Photoshop, Illustrator,
InDesign, After Effects,
XD, Figma, Sketch,
Glyphs, Cinema 4D,
HTML/CSS, Microsoft
Office, Wordpress,
Asana, Notion

artistic

Graphic Design, Visual
Identity, Visual Design,
Illustration, Infographics,
Editorial, Image
Editing, Custom
Typography, Animation,
Digital Painting

education

Jul 2021 | Udemy
**UX/UI Design Essential
Training Certificate**

Dec 2018 | Queens College, CUNY
**Bachelor of Fine Arts
in Design &
Minor in Animation
and Illustration**

experience

Oct 2021 - Dec 2022 | Senior Brand Designer

EverTrue | Boston, MA

- Led the design team in the rebranding process, maintaining visual consistency across numerous distinctive sub-brands.
- Developed presentation templates and embellished decks across various departments.
- Created still and motion graphics for a number of campaigns, including the EverTrue Podcast Studio Network.
- Collaborated with a team of designers on every stage of a project from initial conceptualization through design and production.

May 2021 - Oct 2021 | Senior Brand Designer

ThankView | New York, NY

- Spearheaded website rebranding by providing art direction and collaborating with other designers and marketing experts.
- Managed content production for all company creative needs, including social media, blogs, digital landing pages, advertising and marketing materials, and more.
- Produced unique, eye-catching designs for company swag and merchandise.
- Mentored and trained junior designers to shape team culture and encourage company growth and expansion.

Feb 2020 - May 2021 | Designer

ThankView | New York, NY

- Partnered with the senior art director to brainstorm and establish company branding and identities for multiple products.
- Conceptualized and designed new style guidelines, including crucial visual elements such as color palette, typeface, and logo uses and placement.
- Revamped the company mascot and other illustrated characters with a focus on brand consistency.
- Worked alongside the internal marketing and design team as well as external resources like freelance employees and clients.

May 2019 - Feb 2020 | Junior Designer

ThankView | New York, NY

- Created mockups and production-ready assets for over 200 client organizations.
- Collaborated with the product team on redesigning icons for campaign picker and upcoming features in the company's landing pages.
- Retouched high-quality images for numerous deliverables.
- Developed illustrations for monthly newsletter email headers and various website pages.