**Executive Summary**

Highly skilled Senior Graphic Designer with over a decade of experience in creating compelling visual content across various industries. Adept at leading design teams and managing multiple projects simultaneously, from concept to execution. Proficient in utilizing advanced design software and innovative techniques to produce high-quality graphics for digital and print media. Strong ability to collaborate with marketing and product teams to develop cohesive and effective branding strategies. Demonstrated success in enhancing brand identity and achieving business objectives through creative and strategic design solutions.

**Professional Experience**

**Senior Graphic Designer – Strategic Partnerships**

Shaw Industries Inc., Dalton, GA | July 2024 – Present

* Lead the conceptualization and execution of high-impact visual designs for digital and print media, ensuring brand consistency and innovation.
* Mentor and guide junior designers, fostering creativity and encouraging skill development within the design team.
* Stay updated on industry trends, tools, and techniques to introduce fresh perspectives and elevate the design process.
* Collaborate with cross-functional teams to translate complex ideas into visually compelling and user-centric solutions.
* Manage multiple projects simultaneously, meeting tight deadlines while maintaining high-quality standards and attention to detail.

**Senior Marcom and Creative Design Specialist**

Artivion, Inc. (Formerly CryoLife, Inc.), Kennesaw, GA | March 2023 – July 2024

* Demonstrated proficiency in devising and executing tailored branding initiatives specifically for the medical device sector, ensuring alignment with regulatory standards and addressing unique market challenges.
* Led design, development, and execution of approximately 10 annual campaigns targeting patients and clinicians across digital platforms, while managing approximately 50 design projects, collaborating with cross-functional teams for successful delivery.
* Led the development and management of internal campaigns, crafting creative briefs and detailed launch plans to ensure cohesive brand messaging across all channels.
* Maintained brand consistency for a diverse portfolio of over 20 products within the Cardiovascular product line, ensuring a cohesive brand identity and message across all marketing materials and communications.

**Print Design and Marcom Specialist**

Artivion, Inc. (Formerly CryoLife, Inc.), Kennesaw, GA | December 2015 – March 2023

* Created impactful designs for websites, brochures, postcards, logos, animations, and digital ads, effectively communicating key messages and capturing the target audience's attention.
* Utilized WordPress to design and develop websites for key platforms like TheRossProcedure.org, Ascyrus.com, and HeartValveInsights.com, collaborating closely with cross-functional teams to ensure seamless implementation and user-friendly experiences.
* Managed primary website and patient/customer microsites, ensuring functionality, user-friendliness, and up-to-date content.
* Ensured brand consistency across communications, labels, and product development as a brand guardian. Developed detailed FDA/CE approved packaging and labeling, emphasizing compliance and attention to detail. Collaborated on graphic design for new product launches, successfully managing projects.

**Education**

* **Bachelor of Fine Arts in Graphic & Web Design**Art Institute of Atlanta. Atlanta, Georgia, June 2022
* **Full Stack Web Development Certificate**Georgia Institute of Technology Professional Education. Atlanta, Georgia, 2018
* **Associate in Arts in Graphic Design**Art Institute of Atlanta. Atlanta, Georgia

**Tools & Technologies**

* **Adobe Creative Suite:** InDesign, Illustrator, Photoshop, XD, Animate, After Effects
* **Microsoft Office:** Excel, Outlook, PowerPoint, Word
* **Other:** Figma, Sketch

**Web Development**

* **Languages:** HTML5, CSS, JavaScript
* **Front End:** WordPress, jQuery, Bootstrap
* **Other:** APIs, Git/GitHub, Visual Studio Code

**Professional Development**

* Lean Six Sigma Certification: Yellow Belt