

# Parker Mason, Graphic Designer

Detroit, Michigan, 48073, United States, 2489779408, masonparker034@gmail.com

## Professional Summary

Graphic Designer with expertise in brand identity and sports branding, specializing in apparel design for teams and organizations. Developed impactful visual systems, creating logos and graphics that resonate with team identities. Proficient in Adobe Creative Suite and Figma, alongside hands-on experience in production techniques like screen printing and embroidery. Recognized for leadership qualities as a collegiate athlete, bringing a collaborative approach to innovative design solutions.

## EMPLOYMENT HISTORY

Jun 2025

Graphic Designer, Novus Clothing Company

Develop apparel graphics and branding for high schools, collegiate, and professional sports teams nationwide. Responsibilities include concept development, logo creation, and design preparation for production and distribution.

- Designed custom sports apparel graphics for teams and organizations.
- Created brand identities and logo systems for various sports programs.
- Collaborated with clients to translate team identity into visual merchandise.

Dec 2025 — Jan 2026

Brand Designer, Munich Ravens

Led redesign of visual identity for a Bavarian European League Football team through SCADpro. Engaged in concept development and brand exploration, drawing inspiration from regional culture and team heritage. Collaborated with a design team to create impactful branding solutions.

- Developed identity concepts featuring Bavarian cultural symbolism.
- Presented design concepts and refinements in a professional studio setting.
- Contributed to collaborative logo redesign for the football team.

Dec 2024 — Jan 2025

Brand Designer, Crease Pro

Spearheaded rebranding of an AI-powered lacrosse training application aimed at enhancing young athletes' performance. Crafted a modern visual identity that aligns with sports technology and youth training. Developed visual identity concepts that reflect performance and training needs. Created digital assets for app interfaces and promotional materials.

- Designed innovative logo for brand overhaul.
- Produced marketing content to elevate brand presence.
- Collaborated with cross-functional teams to ensure alignment with brand vision.

Nov 2024 — Dec 2024

Executive Designer, International Lacrosse Academy

Oversee design leadership for international lacrosse development, connecting young athletes with global teams. Establish visual identity systems and brand assets for digital platforms and promotional campaigns.

- Spearheaded brand visuals for athlete recruitment and programming.
- Designed logos, apparel graphics, and promotional materials for international lacrosse initiatives.
- Developed visual assets for social media campaigns and athlete development programs.

## EDUCATION

BFA, Graphic Design | Minor: UX/UI (In Progress)

## AREAS OF EXPERTISE

Brand Identity Design	Expert	Logo Design	Expert
Visual Systems	Expert	Sports Branding	Expert
Apparel Graphics	Expert	Adobe Creative Suite	Expert
Figma	Expert	Microsoft Suite	Expert
Client Communication	Expert	Team Leadership	Expert