

## BRAND, VISUAL, & GRAPHIC DESIGNER | 5+ YEARS

Versatile graphic designer with 5+ years of experience turning strategy into memorable visual systems for both B2B and B2C audiences.



## Experience

### GRAPHIC DESIGNER *GOLDBACK INC.*

March 2024 - Present

**KEY PROJECTS:** Goldback Brand Refresh, 4 Sub-brand Identities, 6 Successful Product Series Launches.

**DISCIPLINES:** Brand and visual identity, website and UI/UX, print and packaging development, multi-media design.

- Lead the brand's graphic and visual identity as well as the design system. Authored brand style guides to empower internal and external teams to maintain a consistent vision and brand alignment.
- Work closely with other creatives in an agency-like environment.
- Develop and executed visual direction for both B2B audience communication (catalogs, sales guides, educational material) and B2C marketing (social, email, advertising campaigns).
- Collaborate with internal, cross-functional teams for all visual design needs.
- Oversee all design with external agencies.

### FREELANCE GRAPHIC DESIGNER *SHINEY CREATIVE*

July 2021 - Present

**KEY PROJECTS:** Dirtbag Gardener Brand Identity & Web Design (in progress), Advent of Disciples Custom Artwork, Oquirrh Mountain Youth Theater Program Layout & Design

**DISCIPLINES:** Brand and visual identity, website design and development, custom illustration and hand lettering.

- Working closely with clients to develop a vision for their project.
- Managing project timelines and constraints while delivering work that meets creative objectives.
- Collaborating with other contracted creatives.

### GRAPHIC DESIGNER *HYDROJUG*

February 2023 - August 2023

**KEY PROJECTS:** Traveler Waterbottle Initial Launch, 5 Successful Sleeve Collection Launches

**DISCIPLINES:** Email marketing, website assets, social media graphics, and custom etching designs.

- Developed digital marketing assets for email, web, and socials.
- Created illustrations and graphics for custom bottle engravings (still used today).
- Post production for brand photo shoots and later implemented those into marketing campaigns.
- Planned and executed themed promotional campaigns for product launches.

## CAREER SKILLS

Graphic design  
Brand identity  
Packaging & print design  
Visual design  
User interface & user experience design  
Marketing & digital design  
Concept driven problem solving  
Lettering & custom type

## PROGRAMS

Illustrator  
InDesign  
Photoshop  
After Effects  
Figma  
Framer  
Canva  
Affinity

## EDUCATION

Graphic Design, BFA  
Weber State University - 2022

## HUMAN SKILLS

Creative  
Reliable  
Ambitious  
Communicator  
Organized  
Proactive  
Passionate  
Goal Oriented