



ABOUT ME

Graphic Designer with 11+ years of experience creating strategic print and digital design solutions for healthcare, education, nonprofit, B2B, and consumer brands. Expertise in branding, marketing campaigns, production design, Adobe Creative Suite, and Figma, delivering thoughtful creative that strengthens brands and supports business goals.

CONTACT

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PAYTON GRANT

GRAPHIC DESIGNER

EXPERIENCE

MARCH 2026 – JULY 2026 | CHICAGO, IL

CONTRACT GRAPHIC DESIGNER

ECHO DESIGN GROUP

- Collaborated with the Creative Director and Copywriter to design and produce 17 responsive web pages in Figma for a mid-sized contract research organization (CRO) specializing in oncology clinical trials.
- Led the visual design of user-centered web pages, translating complex healthcare content into clear, engaging experiences while maintaining brand standards and preparing production-ready Figma files for developer handoff.
- Communicated project progress with the Creative Director and client stakeholders to ensure alignment, timely feedback, and on-schedule delivery.

APRIL 2026 – JUNE 2026 | CHICAGO, IL

CONTRACT GRAPHIC DESIGNER

CYGNET MIDWEST

- Updated and maintained a multi-page product catalog, ensuring accurate product information, consistent branding, and print-ready file preparation.
- Executed catalog revisions in Adobe InDesign, incorporating new products, specifications, imagery, and layout updates while maintaining brand standards.

OCTOBER 2022 – NOVEMBER 2024 | FRANKLIN, TN

GRAPHIC DESIGNER 2

RAMSEY SOLUTIONS (RAMSEY EDUCATION)

- Collaborated with marketers, copywriters, and stakeholders to create strategic print and digital marketing campaigns, including email marketing, sales collateral, and Magnolia CMS landing pages that supported lead generation and customer engagement.
- Developed branded conference and event materials, including pull-up banners, brochures, flyers, and promotional collateral for national education trade shows and partner events.
- Created display and lower-third graphics for the Ramsey Education Back-to-School campaign featured on *The Ramsey Show* YouTube channel, reaching an audience of over 1 million subscribers and 5 million monthly views.
- Led the design and vendor coordination of a custom sponsor welcome kit, including branded packaging, a commemorative coin, a personalized QR-code thank-you card, and a certificate of sponsorship.
- Built vendor relationships for print, packaging, and promotional materials, ensuring quality, budget, and on-time delivery.



SKILLS

Branding & Visual Identity
Marketing Campaign Design
Digital & Print Design
Event & Conference Design
Web Design
Email Design
UX/UI Design & Prototyping
Vendor Management
Experiential Design

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Figma
Framer
Klaviyo

EDUCATION

2015 | B.F.A.

DESIGN COMMUNICATIONS

Belmont University | Nashville, TN

2018 | CERTIFICATION

UX/UI & PRODUCT DESIGN

Nashville Software School | Nashville, TN

PAYTON GRANT

GRAPHIC DESIGNER

EXPERIENCE

MARCH 2013 – PRESENT | NASHVILLE, TN

FREELANCE GRAPHIC DESIGNER

PAYTON GRANT DESIGN

- Led rebrand for my 200-member church, refreshing the logo to enhance visibility and support community outreach.
- Collaborated with a developer to design a mobile application in the media consumption space, creating intuitive user interfaces and user-centered experiences.

APRIL 2022 – AUGUST 2022 | NASHVILLE, TN

SENIOR GRAPHIC DESIGNER

JUMPCREW

- Delivered creative assets across client portfolios including landing pages, display ads, white papers, and social content.
- Designed campaign visuals for the American Cancer Society, including the "Real Men Wear Pink" initiative.

JUNE 2021 – MARCH 2022 | BRENTWOOD, TN

GRAPHIC DESIGNER

ONLIFE HEALTH

- Produced print and digital marketing collateral for a healthcare SaaS platform serving more than 14 million members across major health plans.
- Created integrated digital marketing campaigns, including email marketing, landing pages, and social media graphics to support member engagement and business objectives.
- Managed print production and vendor relationships, ensuring high-quality deliverables, budget adherence, and on-time project completion

MARCH 2018 – JANUARY 2020 | FRANKLIN, TN

LEAD VISUAL DESIGNER

SDA MEDIA

- Led the branding and logo design for BVIRAL, a digital media company managing more than one million video assets with content featured by major media outlets, including *Ridiculousness*.
- Designed brand identities, digital advertising, product packaging, and marketing assets for consumer brands, including products targeting Gen Z and Millennial audiences.
- Managed product photography, image retouching, and digital asset libraries to support marketing campaigns and maintain brand consistency.