

Senior Designer I

ROBERT SMITH

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Objective

A proven and innovative creative strategist with a deep understanding of brands, fresh insights into contemporary marketing, and a passion for storytelling. Outstanding planning and collaborative skills, paired with astonishing energy. Skilled in a wide variety of leadership and marketing packages that strengthened business competence, expanded marketing approaches and generated sustainable financial gains.

Skills

Graphic Design, Adobe Creative Suite, html, SEO.

Work Experience

Senior Designer I

ABC Corporation - 2006 - 2009

- Managed the design of all packaging for Pendaflex, Ampad, Oxford, Rapid, Boorum&Pease and Earthwise.
- Supervised and mentored interns, junior designers and outside vendors to maintain quality and complete projects on time.
- Joined the innovation team to create over 10 new products for Oxford and Pendaflex.
- Designed the packaging and all marketing materials to correspond with the new line of products.
- Developed standard work with lean management for the trade show process between marketing, creative and sales.
- Created, implemented and managed a master catalog of all materials, timeline tracking sheets and other associated forms used for future events.
- Designed ads, brochures, catalog sheets/page layouts, flyers and other marketing/sales materials to support the US family of brands.

Senior Designer

ABC Corporation - 2004 - 2006

- Senior Designer within the marketing department, responsible for maintaining and managing projects from inception to completion, keeping within budget and delivering the project on-time while maintaining brand, style guide, and graphic standards in regards to all media including print, online, interactive, tradeshow, and advertising.
- Responsible for designing technical manuals, brochures, direct mail pieces, international magazine advertisements, trade show graphics and user experience/user interface design for web/products while making sure that these projects come within budget and delivered on time.
- Coordinate all elements of production with multiple printers including research of vendors, obtaining and managing estimates, pre-press preparation, attending press checks.
- Manage Jr.
- Designers time and projects.
- Mentor marketing assistant.

- 2006 - 2009.

Education

BFA in Graphic Design - (School of Visual Arts)