

Summary

Graphic Designer with experience in B2B, SaaS, design, and marketing. Passionate about creating memorable brand experiences and employing efficient design across teams.

Work Experience

Graphic Designer (2020 – Present) ProviderTrust

Design

- Maintaining and creating new visual guidelines for the company's brand to ensure quality and consistency.
- Conceptualizing and creating visually appealing designs, illustrations, templates, and other layouts based on project requirements.
- Designing logos, branding materials, collateral, advertisements, presentations, interactive content, emails, webpages, and more.
- Assisting in ProviderTrust UI design, including error pages, sign-in pages, and more.

Project Management

- Collaborating and executing projects with cross-functional teams, such as Product, Sales, Account Management, and more to achieve cohesive design solutions.
- Implementing design strategies and ideas to enhance visual communication, branding efforts, and brand adoption.
- Managing conference booth design timeline and swag strategy in alignment with Demand Generation.
- Assisted in overhaul of production cycle management and timeline, reducing timeline by approximately 3 weeks.

Social Media Marketing

- Managing and implementing new social media strategy that garnered over a **31%** increase in engagement, including new KPI measurement, SWOT analysis, and internal enablement.

Skills

Multitasking
Project Planning
Project Management
Adaptability
Web Design
Print Design
Digital Design
Email Design
Presentation Design
HTML & CSS
Social Media Content

Softwares

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Google Slides
PowerPoint
Microsoft Office
Google Suite
Ceros
Hubspot
Wordpress
Figma

Education and Certifications

Middle Tennessee State University (2020)

Bachelor of Fine Arts
Graphic Design

Social Media Marketing Certified (2021)

Hubspot Academy

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