

CLIENT NAME

101 Main Street ~ Everytown, Georgia 30000 ~ (555) 123-4567 ~ sample@gmail.com ~ <http://www.sample.com>

SENIOR GRAPHIC DESIGNER

CREATIVE DIRECTOR / FASHION DESIGNER / PROJECT MANAGER

Pro-active leadership professional with extensive experience in: project management, creative direction, graphic design, and fashion design. Train, mentor and motivate cohesive teams of creative professionals, develop original design plans to boost marketing efforts and increase sales. Conceptual thinker and effective brand strategist. Offer expertise in customer service and interaction with VIP clientele across diverse industries. Adept at collaborating in efforts to develop research-based marketing campaigns, editorials, and advertising strategies focused on product releases. In-depth knowledge of Mac OSX and Microsoft computer software used in design. Demonstrated technical competency in Adobe Creative Suite, Premier Pro and After Effects, and Microsoft Office Suite.

CAREER HIGHLIGHTS & ACHIEVEMENTS

- **Led** teams in design and art direction from initial concept to finished product. Produced original artwork, graphics, editorials, layouts, and illustrations in collaboration with multi-disciplinary teams. Developed content to optimize marketing strategy and increase revenues and brand visibility.
 - **Managed** 100+ employees while directing hiring and training for over 300 new hires throughout career. Raised sales 15%, grew catalog sales 18%, and created a system to generate and educate employees on increasing profitability and service quality. Built a loyal client base in a highly competitive marketplace.
 - **Published** work in over ten magazines and online publications including Sheen, Hers, Ellements, Shuba, Pump, and Inspo. Contracted to conceptualize and design ABC Company's "Black History Month" campaign in February 2018.
 - **Selected** from among 15 designers to receive 'Fashion Designer of the Year Award' from Artists of Atlanta in 2018, showcasing a uniquely timeless and forward-thinking collection. Nominated as featured designer in New York Fashion Week in 2015.
 - **Increased** sales 20% after first month of completing branding and marketing materials for the XYZ's website. Provided valuable insights to drive a 30% increase in consumer traffic for the site.
 - **Contributed** to earning 'Smith Award,' given to outstanding community members in the Atlanta area, and was featured in "Who's Who Atlanta" during first year as Art Director and Senior Graphic Designer for LMNO Magazine.
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PROFESSIONAL EXPERIENCE

2018 - Present Art Director, LMNO Magazine, Anytown, GA

- Responsible for design and art direction from inception to finished product. Assess designs, illustrations, and photo sets and reference style guidelines.

Communicate effectively with various creative professionals, both in-house and externally. Utilize Mac OSX and Microsoft software systems to create and review designs.

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PROFESSIONAL EXPERIENCE (CONTINUED)

- 2013 - Present **Creative Director**, *House of XYZ, Anytown, GA*
- Manage all aspects of development including design planning, art direction, and editorial. Coordinate entire design process from concept generation to final presentation.
 - Collaborate with photographers, models and stylists to produce various large and small-scale artworks as well as marketing materials to present at press events.
 - Build and maintain vendor relationships through networking and referrals.
- 2011 - Present **Senior Fashion Designer**, *House of XYZ, Anytown, GA*
- Responsible for global manufacturing and sourcing. Coordinate graphic arts department, design men/womenswear garments, format and check artwork.
 - Communicate daily with overseas factories to ensure clarity and progression of all design details.
 - Produce original artwork, graphics, layouts, and photoshoots to promote seasonal collections.
- 2011 - Present **Senior Graphic Designer**, *ABC Agency, Anytown, GA*
- Oversee design planning, art direction, editorial, color theory, and press approvals for various clients using Adobe Creative Suite.
 - Drive growth in sales by creating marketing collateral, including logos, brochures, websites, flowcharts, and capabilities reports for businesses to increase exposure.
- 2018 **Senior Graphic Designer**, *QRST Magazine, Anytown, GA*
- Generated effective marketing campaigns focused on new and limited product releases. Researched market design trends to contribute to future marketing strategy, editorials, and advertising campaigns.
 - Developed a standard brand aesthetic including layout, color codes, fonts, type sizes and styles. Prepared and optimized digital files for web and print publication.
- 2007 – 2015 **Supervisor**, *Retail Company, Anytown, GA*
- Managed over 100 employees in retail departments including Women's, Shoes, and Fine Jewelry. Developed team leadership strategies, promoted customer service, and coached team members.
 - Received Lead Supervisor Expert award from upper management from 2009-2015.
- 2003 – 2015 **Freelance Graphic Designer**, *My Company, Anytown, GA*
- Led development and implementation of graphic, layout, and production communication materials. Maintained positive client relationships through high quality customer service provided via e-mail and phone.
 - Delegated tasks to creative collectives and provided direction on all aspects of projects.
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EDUCATION **Bachelor of Fine Art in Visual Communications**, *Excellent College, Anytown, GA 2011*

TECHNICAL Adobe Premier Pro and After Effects; Microsoft Office Suite

REFERENCES *Available upon request*