



BIO
CERTS
EXPERIENCE
CURRENT

Adobe-certified senior graphic designer with over nine years of experience managing the design and execution of print, digital, and web projects. Expertise collaborating with creative teams and leading the production of designs that support brand identity and customer engagement aligned to the business strategy and target market.



Adobe Certified
Professional in
Visual Design



Adobe Certified Professional
in Visual Design
Using Adobe Photoshop



Adobe Certified Associate in
Graphic Design & Illustration Using
Adobe Illustrator



Adobe Certified Professional in
Print & Digital Media Publication
Using Adobe InDesign

2015 - CURRENT

HEXAGON'S SAFETY, INFRASTRUCTURE & GEOSPATIAL DIVISION

Senior Graphic Designer

Nine years of experience creating impactful designs for print and digital formats, including ads, brochures, case studies, and web layouts. Developed high-impact executive presentations for town halls, quarterly reviews, and major sales conferences, aligning design strategies with business goals to drive engagement and measurable results. Oversaw a comprehensive website rebranding, applying new branding to over 400 documents and curating 300+ images, which refined asset management strategy and strengthened communication across teams. Created materials for internal events, large-scale signage, and graphics for global conferences, showcasing a proven ability to handle deadline-oriented projects with attention to detail.

RESPONSIBILITIES

- Worked closely with corporate marketing and divisional marketing teams in the planning, creative development, execution, and production of marketing materials, brand guidelines, and brand identity assets.
- Ensured that all marketing and sales materials aligned with marketing standards and requirements, followed brand compliance guidelines, and were delivered within defined timelines and approved budgetary allowances.
- Served as a leading voice in the design concept, development, execution, and production of various materials, including print, stationery, collateral, multimedia, direct mail, events, signage, web, interactive content, iconography, and illustrations.
- Supervised interns by assigning tasks, overseeing workloads, coaching them through the creative process, and ensuring on-time delivery of projects.
- Advised and encouraged fellow employees in their creative processes, fostering stronger working relationships and confidence in the company's brand identity and voice.

AREAS OF EXPERTISE

- Relationship management expertise with the ability to build and nurture client, team, and vendor/supplier relationships to deliver successful collaborations and projects.
- Detail-oriented with the ability to translate managements' requirements and business objectives to realize the design vision in print and digital media.
- Project management experience in leading the creative and technical production process including organization, prioritization, problem solving, and timely delivery.
- Strong visual style with the ability to understand how typography, layout, color, images, and interactivity impact the creation of evocative and engaging design.

STANDOUT DESIGN SKILLS

- Executive PowerPoint Presentation
- Print & digital advertising
- Tradeshow & signage pre-flight for production
- Website & social media graphics
- Digital & multimedia competency / collaboration
- Automation of business processes