

Taylor Graphic Designer Hazel

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About Me:

Creative, detail-oriented designer with proven expertise in print, digital, and social media design. Adept at delivering engaging, brand-consistent visual solutions for B2B and B2C audiences. Skilled in concept to completion project management, from ideation and asset creation to production and vendor coordination. Enthusiastic and passionate about maintaining high-quality design standards while meeting tight deadlines.

Core Skills:

Design: Print collateral, digital campaigns, social media assets, experiential/environmental graphics, trade show displays, vehicle wraps, promotional products.

Digital Marketing: Email marketing (Klaviyo, Constant Contact, MailChimp), web design (Wix, WordPress, Magento), social media content creation, video editing, online database management.

Production: Prepress, direct mail/variable data, vendor proofing, print specs, photo editing.

Software: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere, Lightroom, After Effects, Media Encoder), Monday.com, Shopify, Magento, Netsuite, Slack, Microsoft & Google Office Suites.

Experience:

Aug 2023 – **SENIOR GRAPHIC DESIGNER - *CORE Marketing Communications***

Current

- Lead design of marketing campaigns in print, digital, and social media, ensuring brand alignment.
- Designed environmental graphics, signage, and experiential displays for clients including DMC and Children's Hospital of Michigan.
- Produced trade show backdrops, branded gifts, and digital collateral for clients.
- Managed multiple concurrent projects and tight deadlines.
- Some clients include DMC, Children's Hospital, Idemitsu, Hitachi, Subaru, and Buddy's Pizza.

June 2021 – **SENIOR GRAPHIC DESIGNER - *BankSupplies Inc.***

April 2023

- Designed catalogs, promotional emails, and social media graphics for B2B and B2C audiences improving brand engagement by 20%.
- Created and executed successful email campaigns that grew sales from non-existent to a highly profitable revenue stream.
- Created pre-press artwork for print marketing, packaging, and in-store displays ensuring color accuracy and print quality.
- Organized and directed product and lifestyle photo shoots; performed editing and retouching to align with brand identity.
- Developed wireframes, collaborated on multiple website redesigns to increase brand awareness.

Oct 2018 – **GRAPHIC DESIGNER - *Retro-a-go-go!***

Aug 2019

- Designed The Munsters digital catalog for San Diego Comic Con '19 and mid level retailers.
- Conducted product photography and wrote compelling copy for website product listings, ensuring brand consistency and engaging presentation.
- Performed quality control inspections to maintain product and company standards.
- Managed end-to-end order fulfillment and inventory tracking in Shopify.
- Collaborated and adapted to diverse responsibilities, flexibility in a fast-paced environment.

Education

Schoolcraft Community College

Associate Degree - Art

Washtenaw Community College

Associate Degree - Graphic Design

Washtenaw Community College

Certificate - Graphic Design Speciality