

TAYLOR Hazel

GRAPHIC DESIGNER | DIGITAL MARKETING SPECIALIST *Designing experiences. Driving results.*

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EDUCATION

Washtenaw Community College
Associate Degree, Graphic Design
Graphic Design Certificate

Schoolcraft College
Associate Degree, Art

TOOLS

Adobe Creative Suite
(Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects)

Platforms
Shopify · WordPress · Infigo

Other
Netsuite · Monday.com · Slack
Microsoft Office · Google Workspace · Basic CSS

Let's Connect!

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PROFESSIONAL SUMMARY

Multi-disciplinary Senior Graphic Designer with over 7 years of experience creating integrated brand, digital, and eCommerce experiences across B2B and B2C environments. Specializes in experiential design, social media strategy, and conversion-focused digital content—including video and email marketing. Builds scalable B2B storefronts and user-friendly online ordering systems, bridging creative vision with technical execution. Known for delivering high-impact work that drives engagement, streamlines processes, and supports revenue growth.

CORE COMPETENCIES



Design & Experiential: Brand Identity, Print & Digital Campaigns, Trade Show & Environmental Design, Signage Systems, Packaging, Promotional Products



Digital, Content & eCommerce: Social Media Strategy, Video Content Creation, Email Marketing (Klaviyo, Mailchimp), Shopify, WordPress, Magento, Infigo (B2B Storefronts), UX/UI Awareness, Conversion Optimization



Production & Operations: Pre-Press, Direct Mail, Variable Data Printing, Vendor Management, Quality Control, Inventory Management



Creative & Strategy: Content Strategy, Copywriting, Product Photography, Cross-Functional Collaboration, Project Management

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER | CORE Marketing Communications August 2023 – Present

- ◆ Lead cross-channel design for print, digital, social, and experiential campaigns, ensuring cohesive brand execution.
- ◆ Develop large-scale trade show environments, signage systems, and branded displays that elevate visibility and engagement.
- ◆ Create and manage social & video content to increase engagement and support campaign performance.
- ◆ Build and customize B2B eCommerce storefronts in Infigo, improving user experience and streamlining ordering workflows.
- ◆ Deliver strategic creative for clients including DMC, Children's Hospital of Michigan, Subaru, Hitachi, Buddy's Pizza, and Idemitsu.

SENIOR GRAPHIC DESIGNER | BankSupplies Inc. June 2021 – April 2023

- ◆ Designed catalogs, email campaigns, and digital assets that increased engagement by 20%.
- ◆ Built and scaled a revenue-generating email marketing program from the ground up.
- ◆ Produced print-ready packaging & marketing materials with precise color and quality control.
- ◆ Directed product and lifestyle photography, including editing and retouching.
- ◆ Collaborated on website updates to improve user experience and brand consistency.

GRAPHIC DESIGNER | Retro-a-go-go! October 2018 – August 2019

- ◆ Designed The Munsters digital catalog for San Diego Comic-Con and retail distribution.
- ◆ Developed product listings with optimized visuals and conversion-focused copy.
- ◆ Managed Shopify fulfillment workflows and inventory tracking.
- ◆ Executed product photography, retouching, and quality control.