

experience

jumo health | remote
director, visual design | 2022–present

- + oversees and contributes to the full range of communications activities, including brand strategy, positioning & storytelling
- + manages the creative team throughout creation of marketing assets for multi-channel marketing campaigns for specific target audiences
- + empowers and inspires the creative team through coaching and career development

cvs health | remote
senior manager, design & content | 2022

- + oversaw the content creation and the execution of brand design for cvs kidney care to ensure a cohesive brand visual and brand voice experience across multi-channel marketing campaigns
- + managed the creative team consisting of designers & writers responsible for enhancing and supporting kidney care needs, by means of creative concepts, content, strategy and delivery in accordance with departmental processes
- + provided hands-on design for patient and provider materials across products and services
- + served as lead point person on the brand visual and voice, and supports the innovation and the elevation of branded communications, while maintaining one cohesive system
- + formulated and encouraged efficient and effective workflow processes
- + mentored and inspired creative team and fostered a reputation as problem solvers
- + identified challenges and emerging issues, proactively where possible and developed plans to address and solve them

avisnicole design | atlanta, ga
owner & principal creative | 2011–present

- + works closely with clients to provide creative direction, hands-on design support, brand strategy & oversee complete brand integrity with specialties in print, web, mobile & social design for various clients
- + clients include marriott, university of houston, goldey-beacom college, harbin clinic & mohawk industries

georgia department of human services | atlanta, ga
manager, design & content | 2020–2022

- + strategically led and managed a team of designers and writers responsible for supporting the digital and print marketing needs for one of the largest agencies in state government, the department of human services
- + supervised and provided approvals for the development of various collateral including; creative and corporate marketing for print, web and social media, communications plans, as well as content and maintenance of the division websites
- + provided strategic creative direction, hands-on design & critical thought leadership to deliver inspiring design aligned with the defined core value proposition
- + established and implemented strict brand guidelines to improve consistency and brand recognition
- + served as the main point of contact for colleagues on the visual identity system and supports the innovation in, and the elevation of the brand communications, while maintaining one cohesive system
- + managed external partners & cross-departmental teams, in order to develop advanced content and a cohesive brand for all creative deliverables
- + tracked key performance indicators, managed and assigned creative design and content jobs and established an effective workflow system

westrock | atlanta, ga
lead communications designer | 2019–2020

- + implemented the design process while using a variety of marketing channels for an \$18 billion brand, in order to increase awareness with customers, prospects, candidates & investors
- + tasked with leading projects to extend westrock's brand system across new & existing communication channels
- + reviewed content, ensure accurate & consistent application of the brand design principles, as well as serves as the design consultant throughout the company
- + conducted key initiatives to improve design performance and promote brand awareness by creating & enhancing templates, reviewing artwork & confirming strict brand guidelines are implemented & maintained
- + tasked with outsourcing talent, providing art direction & project management
- + designated as point of contact for brand training resources & facilitation of marketing collateral

northrop grumman (the centers for disease control) | atlanta, ga
contract senior graphic designer | 2018–2019

- + responsible for creating a vast range of collateral which included presentations, infographics, fact sheets, posters, visual abstracts and information design, within the division of communication services department
- + provided creative art direction, hands-on design & oversaw complete brand integrity with creatives and non-creatives
- + implemented section 508 compliance for the hearing and visually impaired

education

savannah college of art & design
m.a. graphic design
atlanta, ga

winston salem state university
b.a. computer graphics
winston salem, nc
+ dean's list recipient, seven times
+ cum laude, early graduate

professional affiliations

+ aiga (american institute of graphic arts) | 2008–present
+ marketing & communications women of atlanta | 2017–present

skills

- + multi-channel marketing campaigns
- + art direction
- + branding
- + strategy
- + section 508 compliance
- + leading creatives & non-creatives
- + employee training & mentoring
- + results oriented
- + prioritization

software

adobe creative suite
indesign | photoshop
illustrator | bridge

microsoft office

word | excel | powerpoint

experience with

- + miro
- + digital asset management
- + content management systems

knowledge of

css | ux/ui

platforms

mac | pc

awards and recognitions

cvs health
+ praised by leadership teammate for establishing and managing new creative team while showing strength by joining forces with senior management to establish workflow processes

georgia department of human services

- + praised by leadership teammate for leading the most efficient creative team the department had seen

experience cont...

- + designated as point of contact, lead designer and art director for two large departments; preventing chronic diseases and the national center for hiv/aids, viral hepatitis, sexual transmitted diseases and tuberculosis prevention
- + formulated a new visual abstract template design & usage guidelines for the department of preventing chronic diseases

incomm | atlanta, ga brand marketing manager | 2016–2018

- + part of an integral team that acquired the exclusive distribution rights of the amex serve platform & american express's prepaid reloadable & gift card products, a company with \$32 billion in revenue
- + led the design strategy, managed & delivered effective messaging, value propositions & creative promotions using multi-channel marketing campaigns for a \$3 billion brand
- + provided art direction, hands-on design & oversaw complete brand integrity with various teams; such as brand, marketing, retail & production team for product packaging, retail point of purchase & dot com sites
- + worked with the insights manager to research the latest marketing trends & provided observations
- + gathered content for request for proposals (rfp), formatting & assisting in final submission
- + managed a strict process for artwork; including routing requests, acquiring mandatory approvals, reviewing artwork, routing required edits & confirming strict brand guidelines were implemented
- + conducted key initiatives to improve design performance and promote product awareness by creating & enhancing templates, training documents, brand guidelines, establishing the first financial services intranet page & providing governance to internal & external partners
- + collaborated, delegated tasks & organized meetings with teams composed of multi-disciplinary backgrounds

senior brand & web designer | 2015–2016

- + established & maintained a range of collateral for print, web, mobile & social for the vanilla® suite in the financial services department
- + provided art direction, hands-on design & oversaw complete brand integrity with various teams for product packaging, retail point of purchase & dot com sites
- + oversaw design & ux for responsive cms websites & mobile devices
- + worked directly with the vice president of marketing & various other teams, such as the creative team, web development & operations team to develop cohesive deliverables

rr donnelley (the home depot) | atlanta, ga senior graphic designer | 2014–2015

- + executed the creation of corporate signage for the home depot, with \$88 billion in revenue
- + originated the planning, art direction, strategic design & production of the corporate signage for all 2,248 stores across the united states, guam & puerto rico
- + maintained close relationships between clients & the design team & was able to execute all deliverables under tight deadlines, as well as with precision
- + established & implemented effective brand guidelines to increase retail sales & customer awareness
- + worked closely with various teams composed of multi-disciplinary backgrounds

graphic designer | 2012–2014

- + executed creative overhaul of in-store promotional credit signage for the home depot
- + perfected all promotional signage in three different language versions
- + worked closely with various managers & design team members, proofreaders & copywriters
- + provided art direction & execution techniques to fellow design team & client

infinitee communications | atlanta, ga junior graphic designer & production artist | 2009–2012

- + provided conceptual development, revisions and production for multi-channel marketing campaigns
- + collaborated with the design team to implement successful design strategies on projects

alisias | atlanta, ga graphic designer | 2008–2009

- + responsible for conceptual development and revisions for a range of collateral for print and web
- + assisted with research, planning & strategy

leader enterprises inc | roswell, ga contract graphic designer | 2008

- + created & revised various point of sale materials for retail giant; general mills
- + abided by strict brand guidelines in order to maintain brand consistency

awards and recognitions cont...

- + designated as point of contact, lead designer and art director for two large departments

incomm

- + supported integrated teams responsible for the newly acquired american express as well as the amex serve technology platform
- + selected and promoted to brand marketing manager for the marketing team in the financial services department

rr donnelley (the home depot)

- + selected and promoted to a senior graphic designer for in-store corporate signage
- + received "bravo" award for meeting and exceeding goals and tight deadlines within the first month of being on the job