

# DAVID SMITH

*Bringing Great Ideas to Life*

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## GRAPHIC DESIGNER | BRAND ARCHITECT

**Innovative, forward-thinking Graphic Designer** with a proven track record of successfully developing brand-aligned marketing assets, visuals, and designs that differentiate brands from their peers. Leverages seven years of experience orchestrating the entire creative design process to deliver timeless designs that evolve, mature, and elevate established brands.

**Leads end-to-end graphic design projects**, working with cross-functional teams to optimize the brand experience across all marketing touchpoints. Fosters collaborative environments that empower teams to excel, ensuring consistent and compelling brand narratives across all platforms.

### CORE COMPETENCIES

- Creative & Art Direction
- Graphic Design
- Brand Narratives & Storytelling
- Brand Stewardship
- Visual Identity & Design
- Campaign Management
- Multi-Channel Marketing
- Brand Building
- Project Management
- Process Improvement
- Team Leadership
- Training & Talent Development
- Cross-Functional Collaboration
- Brand & Marketing Strategist
- Creative Problem Solver
- Mentor/Coach/Facilitator

### SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Dreamweaver
- Flash
- Adobe Acrobat
- GoLive
- MS Office Suite
- Digital Photography
- Xitron Xenith 4 PDF Workflow
- Canva

### EDUCATION

**WESTERN TECHNICAL COLLEGE (2018)**  
Associate of Applied Science (AAS),  
Graphic Design

### WORK HISTORY

#### GRAPHIC DESIGNER 01/2018 - Present GRANADA HILLS HIGH SCHOOL – La Crosse, WI

Conceptualized, designed, and produced a monthly paper in a deadline-driven environment, leveraging design principles and best practices to drive audience engagement and grow readership. Redesigned school logo and overhauled marketing collateral to modernize and elevate the brand image. Designed high-impact advertising and marketing assets for print/online channels, effectively conveying the brand story, history, and broader vision.

- *Developed timeless visual designs for over 120 issues of the school paper, successfully growing readership by 48% over tenure.*
- *Engaged readers with compelling storytelling, distinctive visuals, innovative ideas, and narrative-based content.*
- *Produced memorable designs that are still in use to this day.*

#### ASSISTANT MANAGER 01/2016 - 01/2018 WOODMAN'S – La Crosse, WI

Co-managed 20-30 employees, providing operational and administrative oversight in a fast-paced retail environment. Upheld Woodman's standards of customer service excellence to provide a top-tier shopping experience.

- *Trained and mentored up to 30 employees, providing them with a strong foundation in sales and customer service.*
- *Identified and capitalized on process improvement opportunities, reducing operational and administrative costs by ~4% annually.*
- *Managed and tracked inventory with a high degree of accuracy.*

#### RETAIL SALES ASSOCIATE 01/2013 - 01/2015 DICK'S SPORTING GOODS – La Crosse, WI

Provided outstanding customer service to retail clients, including sales and after-sales support. Supervised store opening and closing operations, efficiently handling the cash register and resolving client complaints.

- *Recognized with the "2014 Sales Associate of the Year" Award.*
- *Increased annualized sales by 15% over a two-year timeframe.*
- *Tapped by leadership to manage loss prevention initiative that reduced operational losses by up to \$2,000 annually.*