

ABOUT

Creative and detail-oriented Graphic Designer experienced in designing and producing ads, brochures, posters, signage, exhibits for both print and digital media. Skilled in translating complex data into clear, engaging visual formats such as maps, charts, infographics, and presentation decks. Proficient in Adobe Creative Suite, WordPress, and Constant Contact, with a strong ability to manage projects independently or lead collaborative efforts from concept to final delivery. Adept at aligning design output with educational, publicity, and technical communication goals.

EXPERIENCE

Silverado - Irvine, CA

Creative Manager | *November 2021 – Present*

- Lead design strategy for all digital and print collateral, including flyers, brochures, postcards, posters, event invitations, advertising, signage, and training materials.
- Manage and oversee all creative projects, ensuring alignment with brand standards and effective execution across service lines.
- Led the design and maintenance of WordPress and SharePoint sites, centralizing resources and enhancing team collaboration.
- Collaborate with leadership to visualize KPIs and data in presentations and reports for stakeholders.
- Oversee and manage print and promotional vendors, ensuring quality control and consistency in brand execution across all materials.
- Utilize Monday.com to track and manage all projects from concept to completion, ensuring streamlined communication and on-time delivery.
- Mentor and provide guidance to internal marketing team on brand guidelines, design techniques, and visual storytelling.

Senior Graphic Designer | *January 2014 – November 2021*

- Collaborated with the lead designer on redesigning all internal and external collateral during a company-wide rebranding, ensuring brand consistency.
- Designed and created branded email templates in Constant Contact, improving digital outreach while maintaining visual consistency.
- Transformed print newsletters into digital formats, enhancing audience reach and engagement.
- Captured, edited, and color-corrected photography and videos for marketing, internal communications, and external channels.
- Worked with vendors to produce virtual tours of all memory care communities, increasing visibility.
- Managed and created visual assets for technical presentations, internal reports, and executive communications.

EXPERIENCE CONTINUED

Graphic Designer | *July 2011 – January 2014*

- Assisted in the design of digital and print materials, maintaining cohesive branding across all service lines.
- Created marketing collateral such as logos, brochures, signage, and event invitations to support promotional efforts.
- Collaborated with internal teams to align all materials with brand guidelines and organizational vision to ensure brand consistency.
- Designed a variety of assets, including training materials and event signage, for both internal and external initiatives.

Commercial Design Solutions - Costa Mesa, CA

Graphic Designer | *July 2004 – September 2012*

- Designed marketing materials—including logos, brochures, signage, and presentation decks—for rebranded and newly renovated multifamily housing properties.
- Partnered with interior designers to ensure cohesive visual themes across marketing deliverables and property aesthetics.
- Developed and presented branding concepts, securing client approval for logo and signage designs.
- Led design production from concept through execution, meeting deadlines and maintaining high quality standards.
- Managed vendor coordination for print production and signage installation, ensuring timely delivery and brand compliance.
- Wrote marketing copy for brochures and flyers to support leasing efforts and promotional campaigns.
- Maintained brand consistency and effectively communicated key messaging across all materials.

SKILLS & TOOLS

- **Design:** Adobe InDesign, Photoshop, Illustrator, Acrobat
- **Web:** WordPress, basic HTML/CSS, UX collaboration
- **Email Marketing:** Constant Contact
- **Multimedia Production:** Filming, Photography, Video Editing (Adobe Premiere Pro)
- **Project Management:** Vendor coordination, branding strategy, rebranding execution
- **Soft Skills:** Mentorship, collaboration with internal department teams, self-direction

EDUCATION

California State University, Long Beach

Art, Bachelor of Arts

Emphasis in Graphic Design