

JENNIFER NEWSOME

Senior Graphic Designer | Brand Systems | Integrated Campaigns | Visual Storytelling

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SUMMARY

Senior Graphic Designer with a proven track record of building enterprise brand systems and leading integrated marketing campaigns across healthcare, education, financial services, and agency environments. Known for translating business goals into cohesive visual systems, streamlining production workflows, and maintaining brand consistency across large, multi-stakeholder organizations. Core strengths in Adobe Creative Suite, Figma, and presentation design, with working knowledge of UX/UI principles.

KEY ACHIEVEMENTS

- **Brand Governance at Enterprise Scale:** Served as the authoritative design lead for a network of 125+ member firms, safeguarding national brand consistency across all local touchpoints.
- **Campaign Performance:** Designed and executed multi-channel digital campaigns that measurably increased audience engagement across web, social, and email.
- **Production & Cost Efficiency:** Rebuilt design production workflows and brought agency-dependent work in-house, cutting external vendor spend and shortening turnaround times.
- **Brand Refresh Leadership:** Led end-to-end brand refresh initiatives that improved visual consistency and stakeholder perception across departments.

WORK EXPERIENCE

Freelance Designer | Freelance/Contract, FL | 1/2026 – current

- Design brand systems, marketing collateral, and digital assets across web, social, and print for a range of clients.
- Translate client briefs into visual solutions aligned with each client's business objectives.
- Build and maintain scalable design systems and brand guidelines across multiple platforms.
- Manage multiple concurrent, deadline-driven projects independently, from concept through final delivery.

Senior Visual Designer | MyCare Medical Group, Lutz, FL | 10/2023 – 06/2025

- Owned a corporate brand system spanning digital, print, and in-clinic patient touchpoints for a multi-location healthcare group.
- Directed creative strategy and campaign execution to drive patient engagement and event attendance.
- Produced marketing assets combining social media, motion, and print storytelling for coordinated campaigns.
- Managed relationships with external production vendors to keep cross-functional projects on schedule.
- Deployed a centralized digital asset storefront, improving team-wide asset accessibility by 30%.

Graphic Designer | Pasco-Hernando State College, New Port Richey, FL | 01/2023 – 10/2023

- Owned a corporate brand system spanning digital, print touchpoints for a multi-location college.
- Developed digital campaign strategy that grew engagement across the college's channels by 40%.
- Produced responsive digital assets and motion graphics for multi-channel enrollment and events initiatives.
- Partnered with copywriters and marketers to maintain a consistent institutional brand voice across campaigns.
- Designed environmental graphics and visual content for on-campus events.

Senior Designer(Contract) | MetaOps/MetaExperts, Homosassa, FL | 06/2022 – 01/2023

- Designed UX-informed web experiences, wireframes, and landing pages for client-facing products.
- Produced marketing assets across web, mobile, and social platforms for multiple concurrent clients.
- Worked directly with stakeholders and agency partners to align design execution with business KPIs.

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Senior Graphic Designer | M Financial Group, Portland, OR | 07/2000 – 12/2018

- Built and scaled an in-house design team, establishing production workflows still in use after departure.
- Owned a corporate brand system spanning digital and print for M Financial Group, meetings and member firms.
- Designed experiential branding, stage graphics, and keynote visuals for the firm's major national conferences.
- Produced a full library of business development collateral, annual reports, and corporate infographics used firm-wide.
- Created executive presentation decks used directly in senior-level business pitches.
- Served as design lead for a 125+ member-firm network, maintaining brand consistency nationally.
- Reduced annual design spend by 25% by migrating select agency services in-house.

CORE COMPETENCIES

Brand Identity & Brand Systems • Integrated Marketing Campaigns • Digital & Print Design • Presentation Design (Executive & Keynote) • Visual Storytelling • Typography & Layout • Event & Experiential Design • Design Systems & Style Guides • Cross-Functional Collaboration • Asset Management & Production Workflows • Brand Strategy • Creative Strategy & Brand Governance • UX/UI Design & Wireframing • Section 508 / WCAG Accessibility Awareness

TECHNICAL SKILLS

- **Design Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, FigJam, Procreate and Fresco (iPad)
- **AI Tools:** Midjourney, Adobe Firefly, Canva, Claude, Gemini, ChatGPT
- **Presentation & Marketing:** Figma Slides, PowerPoint, Keynote, Google, Mailchimp, Constant Contact,
- **Platforms & Tools:** Wix Studio, Canva, Asana, Slack, Basecamp, Google Workspace, Microsoft Office

EDUCATION

- BFA, Graphic Design — Portland State University (2019–2021)
- Google Certificate, UI/UX Design (2025)
- LinkedIn Learning, Brand Strategy for Designers (2025)