



JENNIFER NEWSOME

Senior Graphic Designer | Brand Systems | Integrated Campaigns | Visual Storytelling | Digital & Print | UX/UI

✉ jennin09@gmail.com

🌐 <https://www.jennindesigns.com>

🔗 <https://www.linkedin.com/in/jennifer-newsome-95137a>

SUMMARY

Senior Graphic Designer with 20+ years of experience delivering brand systems, integrated marketing campaigns, and high-impact visual design across digital, print, and experiential channels. Proven ability to increase engagement, streamline creative workflows, and scale design across organizations. Expert in Adobe Creative Suite, Figma, and presentation design, with a growing focus on UX/UI and user-centered design. Skilled at translating business goals into compelling visual narratives that drive measurable results.

WORK EXPERIENCE

Freelance Designer—2/2026 – current

Freelance/Contract, FL

- Design and deliver brand identity systems, marketing collateral, and digital assets across web, social, and print channels
- Translate client briefs into strategic visual solutions, ensuring alignment with brand and business objectives
- Develop and maintain brand guidelines and scalable design systems across multiple platforms
- Produce large-format and event graphics, ensuring production-ready, high-quality deliverables
- Manage multiple projects simultaneously in a fast-paced, deadline-driven environment

Senior Multimedia Designer—10/2023 – 06/2025

MyCare Medical Group, Lutz, FL

- Led development and governance of a scalable brand system, ensuring consistency across digital, print, and experiential touchpoints
- Directed creative strategy and execution for integrated marketing campaigns supporting clinics, events, and patient engagement initiatives
- Designed multi-channel campaign assets (digital, social, email, motion, and print) for product launches and brand storytelling
- Created and enforced comprehensive brand guidelines across departments and external vendors
- Partnered with print vendors and internal teams to improve asset management workflows and production efficiency
- Implemented a digital storefront solution, improving asset accessibility by 30%
- Mentored junior designers and collaborated cross-functionally with marketing and leadership teams

Senior Graphic Designer—01/2023 – 10/2023

Pasco-Hernando State College, New Port Richey, FL

- Led design of print and digital marketing materials to build brand consistency and engagement
- Designed responsive digital assets and motion graphics for integrated, multi-channel marketing campaigns (web, social, email, display)
- Collaborated with copywriting and marketing teams to unify brand voice across presentations, case studies, and campaigns
- Coordinated high-impact visual content production for events and major initiatives
- Championed adoption of design trends, streamlining creative processes
- 40% increase in online campaign engagement attributed to innovative design strategies

Senior Designer(Contract)—06/2022 – 01/2023

MetaOps/MetaExperts, Homosassa, FL

- Designed UX-informed digital experiences, including websites and landing pages
- Created multi-channel marketing assets across web, mobile, and social platforms
- Collaborated with stakeholders and agency partners to align design strategy with business goals

Senior Graphic Designer—07/2000 – 12/2018

M Financial Group, Portland, OR

- Built and led an in-house design team, establishing vendor partnerships and scalable creative workflows
- Designed experiential and event branding, including environmental graphics, stage visuals, presentations, and large-format signage for 3–6 annual conferences
- Created executive-level presentations and keynote decks for high-stakes business communications
- Developed marketing collateral and business development materials, including brochures, white papers, ads, digital assets, annual reports, digital and physical signage, posters, and infographics
- Served as primary design lead for 125+ member firms, ensuring brand consistency and quality across all deliverables
- Reduced annual design costs by 25% by bringing services in-house and optimizing vendor strategy

KEY ACHIEVEMENTS

- Increased digital campaign engagement by 40% through strategic design execution
- Improved asset accessibility and workflow efficiency by 30% via digital storefront implementation
- Reduced design costs by 25% through vendor optimization and in-house production
- Led brand refresh initiatives improving consistency, alignment, and perception across departments

EDUCATION

BFA, Graphic Design

Portland State University
2019–2021

Google Certificates—2025

- Build Wireframes and Low-Fidelity Prototypes: B9ZBU1ZGC37R
- Foundations of User Experience (UX) Design: 1LI5GJ0MF7QU
- UX Design Process: Empathize, Define, and Ideate: KSKPIGV447BC
- Conduct UX Research and Test Early Concepts: CQMA7WXZJDSB

LinkedIn Learning—2025

- Brand Strategy for Designers

CORE COMPETENCIES

- Brand Identity & Brand Systems
- Integrated Marketing Campaigns
- Digital & Print Design
- Presentation Design (Executive & Keynote)
- UX/UI Design & Wireframing
- Visual Storytelling
- Typography & Layout
- Light Motion Graphics & Video Editing
- Event & Experiential Design
- Design Systems & Style Guides
- Cross-Functional Collaboration
- Asset Management & Production Workflows
- Creative Strategy & Brand Governance

TECHNICAL SKILLS

- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma
- Presentation & Marketing: PowerPoint, Keynote, Mailchimp, Constant Contact
- Platforms & Tools: Wix Studio, Canva, Asana, Slack, Basecamp, Google Workspace
- Additional: Basic HTML/CSS, Responsive Design, Digital Asset Management (DAM), Marketing Automation