

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, FL | 1/2026 – current

- Consult directly with clients to translate project briefs into high-impact visual solutions, ensuring strict alignment with diverse business goals and brand guidelines.
- Direct end-to-end creative project management for concurrent, deadline-driven initiatives, seamlessly guiding assets from conceptualization through final delivery.
- Leverage generative AI tools for artwork recreation and asset generation, blending cutting-edge AI prompt engineering with traditional design principles to modernize workflows.
- Develop comprehensive brand identity packages, engineering custom logo design, typography systems, and multi-platform digital marketing collateral.
- Deliver scalable marketing assets spanning print, social media, and web, maintaining rigorous quality control and technical specifications for diverse industry clients.

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

- Directed the end-to-end creative strategy and brand management for a multi-location healthcare network, governing a comprehensive corporate brand identity system across digital, print, and patient touchpoints.
- Executed integrated multi-channel marketing campaigns that accelerated patient engagement, B2C customer acquisition, and community event attendance.
- Produced scalable, high-impact creative assets, specializing in motion graphics, social media design, and visual storytelling.
- Spearheaded creative operations and vendor management, establishing a vetted roster and renegotiating contracts to improve on-time delivery by 20% and slash rush fees by 15%.
- Architected and implemented a centralized Digital Asset Management (DAM) system, streamlining workflows, enforcing brand consistency, and boosting cross-functional team productivity by 30%.

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

- Engineered digital marketing campaign strategies that boosted user engagement by 40% across multi-channel platforms utilizing data-driven visual storytelling, performance measurement, and audience targeting.
- Served as brand custodian and identity specialist, managing the institutional brand identity system, asset deployment, and comprehensive style guides across all digital, print, and environmental graphic design touchpoints.
- Produced high-impact responsive digital assets, and motion graphics, leveraging the full Adobe Creative Cloud ecosystem (Premiere Pro, After Effects, Illustrator, InDesign) to directly scale student enrollment, admissions, and recruitment initiatives.
- Conceptualized and executed large-scale environmental graphics, signage, and experiential design layouts for campus events, significantly enhancing local market brand visibility and institutional presence.
- Collaborated cross-functionally with copywriters, marketing teams, and content creators to align cohesive creative direction with a strategic institutional brand voice and integrated marketing goals.

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

- Designed UX-informed web experiences, wireframes, and landing pages aligned with client business KPIs.
- Collaborated directly with stakeholders and agency partners to ensure design execution met strategic objectives.
- Produced marketing assets across web, mobile, and social platforms for multiple clients, maintaining brand consistency.

Senior Graphic Designer | M Financial Group, Portland, OR | 07/2005 – 12/2018

- **Cross-Departmental Brand Ownership:** Executed end-to-end branding and designed all multi-channel marketing collateral across every corporate department, establishing a unified corporate visual identity and design system.
- **National Conference Creative Direction:** Fully owned the visual identity, art direction, and production assets for 3–5 major annual national conferences; built all high-stakes executive speaker presentations, screen graphics, programs, speaker books, and physical experiential design layouts (wayfinding posters/banners).
- **Member Firm Co-Branding & Rebranding:** Partnered directly with 125+ independent member firms nationwide, managing complex brand governance and consulting on corporate logo rebrands, typography, and layout design for tailored local marketing materials.
- **Production & Fiscal Efficiency:** Slashed annual design expenditures by 25% by migrating legacy external agency services to an optimized, high-volume internal creative operations and production workflow.
- **Scalable Asset Architecture:** Developed a centralized digital asset library, reusable templates, and standardized components, including complex data visualizations and pitch decks, used directly by leadership for enterprise B2B sales wins.

CORE COMPETENCIES

Brand Strategy & Governance: Brand Systems & Identity Design • Style Guides & Design Systems

• Brand Scalability • Corporate Brand Governance • Institutional Brand Stewardship

Creative Operations & Leadership: Project Management • Cross-Functional Collaboration • Creative Production Workflows • Digital Asset Management (DAM) • Vendor Procurement & Relationship Management

Design & Multimedia Production: Digital & Print Design • Typography & Layout • Motion Graphics & Video Editing • Executive Presentation Design (Keynote/PowerPoint) • Generative AI Asset Generation

Marketing & Experiential Design: Integrated Omnichannel Campaigns • Visual Storytelling • Event & Experiential Design • Environmental Graphics & Wayfinding • Marketing Collateral Optimization

User Experience & Digital Compliance: UX/UI Design & Wireframing • Responsive Design Layouts • Section 508 & WCAG Accessibility Standards • Data Visualization • User Engagement Strategy

TECHNICAL SKILLS

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

EDUCATION

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