



JENNIFER NEWSOME

Senior Designer | Visual Storytelling Design | Brand Strategy | Multimedia Expertise

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SUMMARY

Senior Designer with 15+ years of experience shaping cohesive brand systems and visual storytelling across digital, print, and motion. Adept at transforming business objectives into impactful creative strategies that drive engagement and operational efficiency. Recognized for leading teams, mentoring designers, and elevating brand identity through innovation and cross-functional collaboration.

WORK EXPERIENCE

Senior Multimedia Designer—10/2023 – 06/2025

MyCare Medical Group, Lutz, FL

- Evolved and maintained the corporate brand system, ensuring visual consistency and creative innovation across all platforms.
- Directed strategic creative initiatives to enhance visual identity and support business objectives across digital and print media.
- Established comprehensive brand guidelines and ensured consistent implementation across departments and vendors.
- Created integrated campaign assets, including digital, social, email, event, and motion content for product launches and customer stories.
- Mentored team members and collaborated with internal/external stakeholders to deliver exceptional results.
- Partnered with external print vendors to implement efficient asset management and storefront solutions.
- 30% increase in marketing asset access efficiency through digital storefront development.

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.
- Developed motion animations and responsive web content for multi-channel campaigns, including social, email, and display ads.
- 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.

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

MetaOps/MetaExperts, Homosassa, FL

- Transformed visual concepts into interactive user experiences across updated websites, landing pages, and marketing platforms.
- Designed assets for multi-channel digital campaigns, including social, web, and mobile.
- Communicated design vision to key stakeholders and agency partners.
- Provided mentoring and feedback to agency teams to ensure high design standards.
- 8+ major projects delivered on accelerated timelines with pixel-perfect execution.

Senior Graphic Designer—07/2000 – 12/2018

M Financial Group (MFG), Portland, OR

- Built a skilled in-house design team and established long-term vendor partnerships, producing cost savings and improved quality.
- Directed end-to-end design for print, digital, and large-scale event branding (2-5 annual conferences).
- Created high-impact collateral supporting business development, including brochures, ads, white papers, presentations, and web assets.
- Served as lead contact for design needs across 125+ member firms, delivering consistent branding solutions.
- 25% reduction in annual design costs achieved by moving services in-house and optimizing vendor selection.

KEY ACHIEVEMENTS

- 25% reduction in design costs through strategic partnerships and process improvements.
- 40% increase in digital campaign engagement through innovative design strategies.
- Led a team of two to produce multichannel marketing and event materials monthly.
- 30% improvement in asset access efficiency via user-friendly storefront implementation.
- Guided a brand refresh initiative that improved stakeholder alignment and brand perception across multiple 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

SKILLS

- **Design Expertise:** Brand and Logo Design, Print and Digital Media, UI Design, Typography and Layout Design, Wireframing, Iconography, Visual Storytelling, Photo Retouching, Mentoring, Creativity and Innovation
- **Project Management & Communication:** Strategy Project and Time Management, Prioritizing, Collaboration and Communication, Problem-Solving, Time Management, Organization Skills
- **Technical Proficiency:** Adobe: (InDesign, Premiere Pro, Photoshop, After Effect, Illustrator, Firefly), Figma, Microsoft Office, Power Point, Google Workspace, Keynote, Asana, Slack, Basecamp, Mailchimp, Wix Studio, MidJourney, Canva, Constant Contact, Basic knowledge of HTML/CSS