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## Quick Look

Creative and results-driven **Graphic Designer** with 10 years' experience in **print, digital, and motion design**. Skilled at creating **brand-aligned marketing assets** that drive engagement and support B2B sales, with a proven record of boosting video views by **177% year-over-year**. Adept at managing multiple projects, collaborating across teams, and leveraging **AI tools**, now seeking a marketing-focused role that blends print expertise with digital and emerging design technologies.

## Software/Skills



Photoshop · Indesign · Illustrator · After Effects  
Premiere Pro · Dreamweaver · Mac OS  
Windows · Salesforce · Smartsheet · LottieFiles  
Marketing · Branding · Social Media · Typography  
Print · Digital · Motion Graphics · 2D Animation  
Video Editing · Kinetic Typography · HTML/CSS  
SEO Principles · Microsoft Office · AI Tools

## Education

### Winona State University

B.A. in Graphic Design  
Study Abroad – China  
Lu Xun Academy of Fine Arts



## Experience

### Koozie Group (formerly BIC Graphic)

GRAPHIC DESIGNER - MARKETING

AUG 2020 - AUG 2025



**One of North America's largest promotional products suppliers, representing 50+ brands and serving B2B clients across healthcare, manufacturing, education, business services, finance, and more.**

- Designed motion graphics, social media content, promotional flyers, print and digital catalogs, printed mail, trade show graphics, aligning with brand guidelines.
- Produced **motion graphics, animations, and video content**, increasing year-over-year video views by **177% (2025 vs. 2024)** across Instagram, LinkedIn, and Facebook.
- Managed and optimized the company's **YouTube channel**, analyzing performance to refine content strategy.
- Supported creative projects from start to finish, coordinating with teams to meet deadlines.
- Created social media assets, driving **15,939 impressions and 1,388 engagements (2025)**.
- Developed and maintained **website graphics** using file management tools, ensuring accuracy in product images and imprint details.
- Utilized **AI tools to create mockups**, streamlining sales enablement.
- Partnered with sales and product development teams to ensure unified branding and customer engagement.
- Balanced multiple concurrent projects, consistently meeting deadlines in a large corporate environment.

### BIC Graphic

ARTIST/DESIGNER

JAN 2014 - AUG 2020



- Collaborated with internal teams and customers to design promotional artwork, logos, and motion graphics supporting marketing and communication goals.
- Set up print-ready files to meet production standards and brand guidelines, consistently maintaining an attainment rate **above 100%**.

### Defiance Guitars

INTERN AND FREELANCE

AUG 2012 - APR 2013



- Designed a new **company logo** and created **10+ marketing materials**, including hats, banners, and guitar picks.
- Developed branding elements to enhance visibility at promotional events.