

NANCY WINBERG

GRAPHIC DESIGNER

Nwartanddesign.com • [Linkedin.com/in/nancywinberg](https://www.linkedin.com/in/nancywinberg) • nansiejow@live.com • 206.443.8004

Summary

Creative professional experienced at designing brand communications and concepting digital marketing campaigns. Experienced at managing multiple projects from concept to completion. A strong collaborator, at ease working remotely or onsite as part of a team. Clear communicator and proficient writer of brand messaging.

Skills

Adobe Photoshop	WordPress CMS	Brand Guidelines	Graphic Design	Project Mngmt
Adobe Illustrator	Social Media	Brand Identity	Logo Design	Page Layout
Adobe InDesign	HTML & CSS	Photo Editing	Web Design	Typography
Adobe CC	Canva	Photography	Advertising	MS Office

Experience

Graphic Designer, LCI, Inc., Part-time, Parker, TX 10/2024 – Present

- Participated in email marketing campaigns to generate response and increase revenue.
- Updated the LCI and Cape Trial websites in WordPress and designed new landing pages.
- Designed custom mousepads for company swag with illustrative graphics and brand logos.
- Managed 9 accounts across 5 different social media platforms, designed content and wrote copy.
- Created graphic imagery to capture a target audience for social media using Canva and Adobe CC.
- Designed marketing collateral that effectively conveyed brand messaging and followed style guides.

Graphic Designer, Heritage Auctions, Irving, TX 6/2024 – 8/2024

- Design production of print collateral, ensuring adherence to corporate brand guidelines. Used InDesign templates in the creation of all print media including :ads, direct mail, brochures and signage.
- Delivered ads to media vendors, logged projects and completed design revisions in a timely manner.
- Managed multiple projects simultaneously, and maintained a high level of attention to detail.

Graphic & Digital Designer, Robert Half, Dallas, TX 5/2023 – 4/2024

- Digital Designer for the Aaron Family JCC Dallas. Designed new web pages in WordPress that adhered to the JCC brand guidelines. Collaborated with graphic designers on page development and marketing campaigns. Worked with BaseCamp project management software to communicate with over 15 club departments. Updated the website up with new programs, classes, events and facility upgrades. Designed and wrote copy for a full-color, double-sided, 20 page membership brochure.
- Remote Graphic Designer for Uplift Education. Designed a series of promotional flyers in collaboration with an onsite Marketing Director. Followed brand guidelines to create design consistency across all print collateral, produced with Adobe CC.
- Production Artist for the Balcom Agency. Created brand sales collateral for Kubota Tractors, required for a trade show event.

Senior Graphic Designer, Murray Media Group, Flower Mound, TX 5/2022 – 5/2023

Developed content for specialty magazines with a community-based focus, targeted for select towns and housing communities.

- Produced three regional advertising magazines, published monthly and formatted print ads in various sizes.
- Lead the design and project management of school district magazines and niche publications.
- Shot portrait photography for agency clients, edited images and formatted files for web media.
- Worked with an extensive online data-base to catalog projects, upload work and access files.
- Designed print marketing collateral for local businesses, including brochures and direct mail.
- Designed magazine covers and editorial layouts.

Graphic Designer, NW Art & Design, Issaquah, WA 9/2010 – 11/2021

Responsible for producing brand-marketing collateral by collaborating with clients on brand awareness objectives. Worked with dozens of small business and non-profit clients remotely to outline project management and reach a target audience.

- Produced and art directed the development of marketing materials including tri-fold brochures, graphic logos, vector graphics and informational flyers.
- Designed social media posts, customized Responsive WordPress themes and optimized digital assets.
- Branded documents and created items such as business cards, fundraising graphics and posters.
- Lead concept development and project focus from ideation through to final delivery.
- Provided illustration, storytelling and other marketing directives.

Locker Associate, Amazon, Kirkland, WA 10/2020 – 5/2021

- Assisted and welcomed customers to the site while representing the Amazon brand experience.
- Processed returned merchandise, helped customers locate their orders and received packages.
- Worked with custom apps, network communication tools and tech equipment.
- Performed closing duties and secured the site location.

Education

BFA Design, Cornish College of the Arts, Seattle, WA

AAA Visual Communications, Art Institute of Seattle, WA

Certificate in Graphic Production for Print and the Web, UW Extension, Seattle, WA

Digital Photography Certificate Program, Photographic Center Northwest, Seattle, WA