

NANCY WINBERG

nansiejow@live.com
TX 75070



A graphic designer experienced at creating brand collateral and digital marketing campaigns. A clear communicator and collaborator. Writer of brand messaging, social media content and web page development.

TECH

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Express
Adobe Firefly
WordPress
Canva
HTML/CSS
MS Office
MAC OSX
PC

SKILLS

Project Management
Graphic Design
Brand Identity
Social Media
Logo Design
Web Design
Photography
Typography
Advertising

Graphic Designer

Nwartanddesign.com | [Linkedin.com/in/nancywinberg](https://www.linkedin.com/in/nancywinberg)

EXPERIENCE

Graphic Designer October 2024 – Present
Legal Concierge, Inc., Parker, TX

- 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 mouse-pads with illustrative graphics and logos.
- Managed 9 accounts across 5 different social media platforms, uploading fresh content weekly.
- Created graphic imagery to capture a target audience, and wrote posts for social media content.
- Designed marketing collateral that effectively conveyed brand messaging and followed style guides.

Graphic Designer June 2024 – August 2024
Heritage Auctions, Irving, TX

- Produced print-ready ads, direct mail, tri-fold brochures and in-house signage for auction events.
- Worked with templates in the production of all print collateral, ensuring adherence to corporate brand guidelines.
- Delivered ads to media vendors, logged projects and completed design revisions in a timely manner.
- Managed multiple projects simultaneously, while maintaining a high level of attention to detail.

Graphic | Digital Designer May 2023 – April 2024
Robert Half, Dallas, TX

- Digital Designer, Aaron Family JCC Dallas
Designed web pages in WordPress that adhered to the organization's 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 a 20 page membership brochure.
- Remote Graphic Designer, Uplift Education
Designed a series of promotional flyers using Adobe CC that followed the school's brand guidelines.
- Production Artist, Balcom Agency
Created brand sales collateral for Kubota Tractors, required for a trade show event.

DEGREES

- BFA Design
Cornish College of the Arts
- AAA Visual
Communications
Art Institute of Seattle
- Certificate,
Graphic Production
University of Washington
- Digital Photography
Photo Center Northwest

VOLUNTEER

Remote Designer
Catchafire, 2024

SPCA Dallas, 2023 - 24

Remote Designer
Feeding America
West Michigan, 2020

Remote Designer
NAMI Washington,
2017 - 2019

Art Teacher
Kirkland Arts Center
2014 - 2015

Photographer
Purrfect Pals Animal
Shelter 2009 - 2014

Senior Graphic Designer
Murray Media Group, Flower Mound, TX

May 2022 - May 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 the 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 optimized files.
- Worked with an extensive online data-base to catalog projects, upload work and access files.
- Designed print marketing collateral for local businesses, including brochures, direct mail and business cards.
- Designed magazine covers and editorial layouts.

Graphic Designer
NW Art & Design, Issaquah, WA

September 2010 - November 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

October 2020 - May 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.