Isabel Marsh

Graphic Designer

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SUMMARY

Graphic designer with 7 years of experience across branding, print and digital campaigns, working mainly in Adobe Creative Suite and Figma. Redesigned the brand identity used across 12 retail locations and designed an email campaign series that raised click-through rate by 22%. Known for staying on-brand under tight deadlines and explaining design choices in terms clients and stakeholders understand.

EXPERIENCE

Graphic Designer — Hearthstone Retail Group

Portland, OR · Mar 2022 – Present

- Led the visual redesign of the brand identity (logo, color system, packaging) rolled out across 12 store locations and the e-commerce site.
- Designed a 6-email campaign series for a seasonal sale that raised click-through rate by 22% over the prior year's campaign.
- Built a 40-page brand guidelines document adopted by 3 internal teams and 2 outside agencies, cutting off-brand asset revisions by half.
- Produced over 80 social media graphics a quarter for Instagram and Facebook, maintaining a consistent grid that raised engagement rate by 15%.

Junior Graphic Designer — Alderwood Creative Agency

Portland, OR · Jul 2019 – Feb 2022

- Designed print and digital ad sets for 15 small business clients, with 90% of first-draft concepts approved without a major revision.
- Created trade show booth graphics and signage for a client whose lead capture rose 30% year over year at the same event.
- Supported 3 senior designers on brand refresh projects, producing mockups and asset exports across 5 size formats.

SKILLS

Design: Adobe Photoshop, Illustrator, InDesign, Figma, basic After Effects

Deliverables: Brand identity, packaging, print collateral, email and social campaigns, presentation decks

Process: Brand guidelines, client presentations, pre-press and print production, asset management

Other: Basic HTML/CSS for email templates, typography, color theory

EDUCATION

B.F.A. Graphic Design, Oregon College of Art and Craft, 2019

Fictional example by FindAJobAI: the person, employers and numbers are invented.