

# TROY LOVELESS

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## PROFESSIONAL SUMMARY

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Senior Visual Designer with 10+ years of experience creating digital, brand, and campaign design for SaaS, cybersecurity, and B2B technology teams. Skilled at translating complex products into clear, visually compelling assets across web, social, and presentation formats. Expert in Figma and Adobe Creative Suite, with a track record of building scalable design systems and high-volume production workflows. Delivers fast, accurate work and strong visual storytelling that supports marketing, product, and growth goals.

## CORE SKILLS

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**Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, PowerPoint, Google Slides, Webflow

**Expertise:** Digital asset production, visual design, layout and typography, branding, web design, social media design, UI layout, campaign design, presentation design, responsive design

**Additional Skills:** Illustration, iconography, storyboarding, basic motion design, design systems, production design, cross-functional collaboration

## EXPERIENCE

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### Punch Digital Strategies — Senior Visual Designer

*October 2022 - August 2025*

- Led visual design for SaaS and B2B clients like Fortress InfoSec, ID.me, Bricklayer.ai, and Raft, producing campaign and product-marketing assets that improved brand consistency and reduced revisions.
- Designed digital assets across web, social, paid media, and presentations, helping clients increase engagement and supporting campaigns with clear, on-brand visuals.
- Created illustration, icon, and product screenshots/UI graphics that improved storytelling and gave clients a more polished, recognizable visual identity.
- Worked with strategists and developers to turn campaign insights into better design decisions, contributing to stronger conversions and more effective user flows.
- Delivered high-volume design work in Figma and Adobe CC under tight deadlines, supporting rapid campaigns with accurate, production-ready files.
- Built 50+ presentations that helped clients win and advance government proposals by improving narrative clarity and visual polish.

### Ascensus — Senior Graphic Designer

*January 2022 - October 2022*

- Designed and produced digital and print marketing assets — including brochures, pitch decks, social campaigns, and email graphics to support B2B marketing and partner growth.
- Developed cohesive paid and organic social media campaigns that expanded reach, strengthened engagement, and reinforced brand storytelling across multiple platforms.
- Created sales presentations and promotional collateral to enhance partner communications and maintain brand consistency across all touchpoints.
- Collaborated with marketing and content teams to translate complex financial concepts into clear, visually compelling materials that aligned with updated brand standards.

## **Ramsey Solutions — Senior Graphic Designer**

*November 2020 - January 2022*

- Designed and produced 1,000+ social ads and marketing assets, contributing to a 30% seasonal revenue increase across multiple product lines.
- Developed two interactive digital assessments that sold 10,000+ copies each, blending design and usability for a seamless customer experience.
- Created live event materials including signage, brochures, and on-stage presentation decks supporting major nationwide conferences.
- Partnered with copywriters, developers, and marketing leads to ensure cohesive storytelling and brand alignment across all campaigns.

## **LogoGarden — Graphic Designer**

*March 2014 - November 2020*

- Designed 250+ logos and complete brand systems for clients across diverse industries, emphasizing clean, scalable design and consistent brand voice.
- Created and implemented responsive landing pages from Sketch designs to front-end WordPress builds, increasing conversion rates by 40% and delivering a more cohesive user experience.
- Managed WordPress content and site updates to maintain brand accuracy and performance.
- Produced brochures, business cards, and promotional materials for both print and digital distribution.
- Converted 10,000+ raster logos into vector artwork, ensuring scalability and professional brand presentation.

## **Earlier Career**

- **AMI Direct Marketing — Graphic Designer (2012–2014)**  
Created direct-mail campaigns and B2B marketing collateral supporting client acquisition and retention.
- **United States Marine Corps — Jr. Graphic Designer (2006–2008)**  
Produced mission-critical visual communication materials and multimedia assets for internal and public information campaigns.

## **EDUCATION & CERTIFICATES**

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**Nashville State Community College** | A.A.S Visual Communications: Graphic Design

**Defense Information School** | Digital Multimedia Course

**Defense Information School** | Visual Documentation - Photography