

Graphic designer who's passionate about creating impactful, cohesive brand experiences and delivering efficient, cross-functional design solutions that support complex needs across various industries.

Work Experience

Graphic Designer (2024 – Present)

American Health Information Management Association (AHIMA)

- Worked with stakeholders to design graphics, email templates, landing pages, infographics, presentations, print collateral, and more.
- Created illustrations, layouts, and templates based on project needs.
- Managed brand guidelines and asset libraries.
- Contributed to AHIMA's visual rebrand and new brand standards.
- Collaborated with developers and stakeholders to enhance UX/UI during an ongoing website audit.
- Led visual rebrand of HCPro's PROPEL product.
- Supported design and marketing efforts at various conferences, representing AHIMA in person.
- Contributed to brand refresh and design of AHIMA's annual conferences.

Graphic Designer (2020 – 2024)

ProviderTrust

- Maintained and developed visual brand guidelines to ensure quality and consistency across all assets.
- Designed logos, branding materials, collateral, advertisements, presentations, interactive content, emails, webpages, and more.
- Collaborated with cross-functional teams (including Product, Sales, and Account Management) to deliver cohesive design solutions, including UI work on application pages.
- Implemented design strategies and ideas to enhance visual communication, branding efforts, and brand adoption.
- Led conference booth design, construction, and swag strategy with the demand generation team.
- Overhauled production cycle management and timeline, reducing timeline by approximately 3 weeks.
- Developed and implemented a new social media strategy that increased engagement by 31%, introduced new KPIs, SWOT analysis, and internal enablement tools.

Freelance Graphic Designer (2020 – Present)

Jordan Stewart Design

- Designed and created visual identities, assets, and strategies for brands.

Skills

Project Management
Web Design
Print Design
Digital Design
Email Design
Presentation Design
Interactive Design
HTML & CSS
Social Media
Marketing

Software

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Google Slides
PowerPoint
Microsoft Office
Google Suite
Ceros
Hubspot
Wordpress
Figma

Education

Middle Tennessee
State University
(2020)

Bachelor of
Fine Arts