ANTHONY SIMMONS

Lead Brand Designer – Visual Identity, Digital & Packaging

Address: 575 Main Street, Chatham, NJ 07928   **Email:** Anthony@Asredesign.com   **Online Portfolio**
https://www.asimmons.info/

AREAS OF EXPERTISE

Creative and detail-oriented Senior Graphic Designer with 7+ years of cross-industry experience in visual identity, packaging, digital design, and presentation systems. Skilled in developing pixel-perfect visuals that uphold brand consistency across print, web, and e-commerce platforms, while collaborating cross-functionally to deliver high-impact creative for retail, marketing, and product launches. Recognized for discipline, grit, and consistency, ensuring scalable design execution that drives engagement, sales growth, and long-term brand recognition.

Brand Design & Creative Tools | Adobe Creative Cloud (5 yrs) | Photoshop (6 yrs) | Illustrator (3 yrs) | InDesign (2 yrs) | After Effects (4 yrs) | Premiere Pro (2 yrs) | Media Encoder (4 yrs) | Canva (3 yrs**) Marketing Platforms & CRM** | HubSpot (2 yrs) | HubSpot Sales (1 yr) | HubSpot CMS (2 yrs) | Klaviyo (5 yrs) | Post Pilot (1 yr) **AI Tools** | CHAT GPT | Adobe Firefly | Midjourney | Canva **Web Design & Development** | Landing Pages (5 yrs) | Webflow (3 yrs) | PHP (3 yrs) | cPanel (4 yrs) | SSH (2 yrs) **UX / UI Design** | Adobe XD (2 yrs) | Figma & Figma Jam (2 yrs) | Sketch (1 yr)
Technical & Admin Tools | Microsoft 365 Admin Center (3 yrs) | Exchange Online (3 yrs) | Microsoft 365 Exchange Online (3 yrs) | Microsoft PowerPoint (5 yrs) | Word (6 yrs) | Excel (4 yrs) | Keynote (2 yrs)

COVER LETTER

Dear Hiring Manager,

As a Visual and Brand Designer with over 7 years of cross-industry experience, I specialize in building cohesive identity systems, packaging, and digital assets that resonate across both physical and digital touchpoints. My work spans supplements, retail, fashion, and lifestyle brands, where I've consistently delivered creative that drives engagement, revenue, and brand recognition.

WHAT SETS ME APART: Beyond technical expertise, I bring discipline, grit, and consistency to every project. These strengths enable me to deliver high-quality design under pressure, maintain creative excellence at scale, and push through challenges with focus and resilience. I believe these qualities are just as vital as design skills when shaping work that performs in the real world.

RECENT IMPACT: At MHP and MuscleMeds, I developed full-funnel creative assets across Shopify, Klaviyo, and social platforms—contributing to a 223% increase in digital sales. Through packaging, retail displays, and cross-channel campaigns, I've helped brands create market-ready visuals that tell their story clearly and effectively. Most recently, I founded Design-Foodie, a digital-first design brand where I lead end-to-end creative direction, expanding my expertise into e-commerce, presentation design, and scalable brand systems.

TOOLS & METHODS: I'm fluent in Adobe Creative Cloud, Figma, Canva, Klaviyo, and e-commerce platforms, and I leverage AI tools like Firefly and MidJourney to accelerate ideation and production. Whether creating presentation frameworks, packaging design, or omnichannel campaign visuals, I combine strategic storytelling with disciplined execution to produce design that both inspires and converts.

I'm excited to bring my **branding, packaging, and digital design expertise** to a forward-thinking team that values creativity, strategy, and consistent performance. I look forward to the possibility of contributing to your brand's next chapter.

Thank you for your time and consideration.

Warm regards,
Anthony Simmons
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Phone: 973-274-5494
Portfolio: https://www.asimmons.info/

VONLUNTEERING

Solution	Volunteer Brand Designer – UI/UX & Visual Identity
2022 - Current	• Solution is focused on improving the world and improving people's lives by providing a social network that connects, solves issues, and drives growth & connections. As part of a robust team of graphic and UI/UX designers, I assist in evolving the brand's core message.

EDUCATION

Maryville University May 2012 – Sep 2015
BS – Graphic Design Maryville University | Town and Country, MO **GPA** 3.5