

ANTHONY SIMMONS

Lead Brand Designer – Visual Identity, Digital & Packaging

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Online Portfolio



<https://www.asimmons.info/>

AREAS OF EXPERTISE

Creative and detail-oriented 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)

RELEVANT EXPERIENCE

Freelance Brand Designer – Visual Identity, Digital & Packaging

Design-Foodie • Freelance • Remote • Chatham, NJ

03/25 – Present

- Founded and lead creative direction for Design-Foodie, a digital-first brand translating cultural and consumer trends into cohesive visual identity systems.
- Designed brand assets across print, digital, and packaging—including logos, presentation decks, e-commerce visuals, social media templates, product packaging, and large-format graphics.
- Created consumer-facing digital kits and marketing materials optimized for online platforms (Etsy, Webflow, Canva, social media), driving consistent engagement and brand visibility.
- Developed presentation-ready design frameworks and templates for client-facing deliverables, ensuring clarity, consistency, and high-impact storytelling.
- Applied packaging and product design principles to create scalable concepts for branded merchandise and retail opportunities.
- Leveraged cross-platform design tools and AI (Adobe Creative Cloud, Figma, Canva, MidJourney, Firefly, ChatGPT) to streamline workflows and deliver high-volume creative efficiently.
- Built brand identity that balances playful, bold visuals with strategic storytelling, aligning design decisions with audience targeting and growth goals.
- Tools & Platforms:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects), Figma, Canva, Webflow, Etsy Seller Hub, AI (MidJourney, Firefly, ChatGPT).

Graphic Designer – Brand Identity, Packaging & Digital Marketing

Maximum Human Performance (MHP, MuscleMeds, Fit & Lean) • Remote / On-Site

10/20 – 08/25

- Designed end-to-end brand identity systems including packaging, product labels, and campaign visuals across multiple nutrition and fitness brands.
- Produced e-commerce graphics, email campaigns, and social media assets to support product launches and athlete endorsements.
- Created presentation decks and investor-facing visuals, transforming strategic briefs into compelling storytelling.
- Retouched, cropped, and edited high-res imagery for use in retail packaging, digital advertising, and e-commerce product pages.
- Drove creative strategy that generated \$11K+ in direct campaign sales weekly, significantly increasing brand visibility and online performance.
- Tools & Platforms:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Klaviyo, HubSpot, Canva, proprietary e-commerce CMS.

Jr. Graphic Designer – Brand Identity & Packaging (Contractor)

Amerex Group • On-Site

08/19 – 10/22

- Designed packaging systems, product labels, and branded retail visuals for national distribution across Costco, Kohl's, BJ's, and Macy's partners.
- Produced digital campaigns, Shopify graphics, and mobile-optimized visuals, strengthening omnichannel brand storytelling.
- Created presentation decks, sales sheets, and B2B collateral, ensuring brand consistency across marketing and retail initiatives.
- Led email and SMS design via Klaviyo, executing performance-driven assets that boosted campaign engagement and sales.
- Supported global brand events with large-format signage, booth graphics, and event kits for activations and expos.
- Contributed to a 223% YoY increase in digital sales, with 39% attributed directly to visual strategy and design execution.
- Tools & Platforms:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva, e-commerce CMS platforms.

VOLUNTEERING

Solution

12/22 – 05/25

Volunteer Brand Designer – UI/UX & Visual Identity

- Volunteer Brand Designer collaborating with UI/UX teams to evolve visual identity and messaging for a mission-driven social platform focused on global connection and impact. Contribute to the creation of **brand-aligned assets** for web, social media, and platform design.

EDUCATION

Maryville University May 2012 – Sep 2015

BS – Graphic Design Maryville University | Town and Country, MO GPA 3.5