

Troy Ford

Graphic Designer & Marketing Generalist

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Portfolio: imtroyford.com

Versatile marketing and graphic design pro with over a dozen years of experience creating brand-focused visuals across digital, print, and video. Skilled at turning complex ideas into engaging content and using data and collaboration to elevate user experience.

AREAS OF EXPERTISE

- Graphic Design
- Branding and Marketing Initiatives
- Strategic Planning
- Concept Development
- SharePoint
- WordPress
- Experiential Design
- Digital & Social Media Marketing
- Email & Direct Marketing
- Web Design
- Event Planning & Marketing
- Agile
- Talent Development
- Typeface Design
- Audio/Video Editing
- Motion Graphics
- Project Management
- User Research
- Presentation Design
- Illustration
- Iconography

CAREER EXPERIENCE

Employee & Family Resources, Des Moines, IA

3/2024 – 6/2024

Design and Marketing Specialist

Led strategic initiatives and graphic design for a 501(c)(3) mental health nonprofit serving 400,000+ individuals. Managed website content (WordPress), oversaw creative for fundraising events, and developed impactful content for service delivery and awareness campaigns.

- Boosted sales to existing clients by 5% within 6 months through targeted campaigns.
- Led UX design of a revamped 100-plus page website.
- Enhanced content and expanded podcast distribution, resulting in a 30%+ increase in listens.
- Provided creative leadership for fundraising events, surpassing attendance and fundraising goals by more than 15%.

Display Studios, Inc., Kansas City, KS

1/2024 – 3/2024

Contract Web Designer

Redesigned and launched a dynamic website for a major exhibit and display firm under 3-month short-term contract. Partnered with key stakeholders to shape content, streamline UX, and optimize SEO.

- Created visual design system and an immersive background animation using client-provided assets.
- Engineered custom code to fulfill complex, non-standard design requests.
- Delivered ahead of schedule at every project milestone.

Corteva Agriscience, Johnston, IA

11/2022 – 1/2024

Visual Designer – IT Change Strategy

Spearheaded visual communications for global IT change initiatives, providing creative direction across cross-functional teams. Developed culturally inclusive, on-brand training programs—including e-learning, infographics, videos, and instructional content aligned with core learning objectives. Created UI graphics and iconography, produced immersive animations, and redesigned training materials and SharePoint intranet sites. Enhanced collaboration through process improvements that boosted team efficiency.

- Redesigned 50+ PowerPoint presentations for company's knowledge base.
- Earned accolades from senior company executives for creating multiple short videos.
- Presented information on unconscious bias in AI that was used to develop company-wide usage guidelines.

Iowa Realty/Home Services of Iowa, West Des Moines, IA

8/2019 – 11/2022

Senior Graphic Designer/Marketing Coordinator

Orchestrated marketing and design initiatives for real estate campaigns, including cross-platform strategies, social media content, and event coordination. Mentored junior designers, produced high-impact videos, flawless graphics, and UX/UI assets to support sales. Strengthened business partnerships through consistent, on-brand creative work aligned with corporate standards.

- Standardized marketing materials to ensure brand consistency and support agent retention.
- Boosted social media engagement by over 100% with dynamic video content and luxury real estate campaigns.
- Streamlined workflows and enhanced training presentations with PowerPoint and animated infographics.

CAREER EXPERIENCE (CONT.)

Gear Design/Marketing, Des Moines, IA

9/2015 – 8/2019

Creative Director

Directed end-to-end marketing and design strategies for diverse clients. Projects included branding analysis, design systems, and cross-platform campaigns. Developed brand identities and deliverables for startups nationwide. Produced award-winning digital, print, and experiential designs for events, visitor centers, and trade shows. Partnered with universities to mentor interns and source freelance talent, overseeing all external design work.

- Gained and utilized diverse skills to expand client base and achieve 30% YOY growth.
- Developed specialty restaurant concept for successful initial funding and government zoning approval.
- Minimized project lead times by developing client questionnaires for more accurate creative briefs.

Mox/Nix Design Collective, Sioux City, IA

6/2013 – 9/2015

Graphic Designer

Designed visual marketing collateral for small businesses, financial services, insurance, and nonprofit organizations.

Produced PowerPoint presentations, webinars, and pitch decks.

- Designed brochures and one-pager information sheets.
- Developed logos and design systems for local startups.
- Deployed websites for seasonal events that helped exceed attendance goals by over 30%.

VOLUNTEER WORK

Iowa State University College of Design, Ames, IA

8/2018-Present

Capstone critique committee member for interdisciplinary design studio (graphic, interior, and architectural design).

Iowa State University College of Design, Ames, IA

8/2017-5/2020

Curriculum advisory committee member for interior and industrial design departments.

Western Iowa Tech Community College, Sioux City, IA

8/2015-5/2019

Graphic design intern trainer and Adobe software tutor.

EDUCATION

Bachelor of Arts in Visual Communications-Graphic Design

5/2021

Savannah College of Art and Design, Savannah, GA

Summa Cum Laude; Transfer Merit Scholar; Transfer Academic Scholar; Dan E. Fantauzzi Memorial Scholarship; Betty A. Anderson Memorial Scholarship recipient.

Associate of Arts in Liberal Arts (Emphasis in Journalism)

12/2016

Des Moines Area Community College, Des Moines, IA

Phi Theta Kappa Inductee; Provost's List.

Associate of General Studies

5/2016

Des Moines Area Community College, Des Moines, IA

Associate of Applied Science-Digital Marketing

5/2015

Western Iowa Tech Community College, Sioux City, IA

President's List; Dean's List.

Associate of Applied Science-Graphic Design

12/2013

Western Iowa Tech Community College, Sioux City, IA

President's List; Dean's List.

SOFTWARE PROFICIENCIES

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| • Adobe Creative Suite (Illustrator, Photoshop, Indesign, AfterEffects, Premiere Pro, XD, Bridge, Audition, Express) | • Final Cut Pro | • SendGrid |
| • MacOS | • Google Suite | • Blender |
| • MS Office 365 | • Google Analytics | • 3DS Max |
| • PowerPoint/Keynote | • Adobe Captivate | • Webflow |
| | • Asana | • MailChimp |
| | • Monday.com | • HubSpot |
| | • Jira | • Figma |