

# ELISE ROSE WELLS

*graphic designer*

SAN ANTONIO, TX | ELISEROSEDESIGN@GMAIL.COM | PORTFOLIO: ELISEROSEDESIGN.COM

## PROFESSIONAL SUMMARY

Graphic Designer with 15+ years of experience delivering high-quality print and digital design in fast-paced agency, in-house, and freelance environments. Expert in Adobe Creative Suite, design and production workflows, pre-press production, brand compliance, and accessibility standards. Proven ability to manage high-volume workloads, collaborate with clients and stakeholders, and execute projects from concept through final production while meeting tight deadlines and maintaining brand consistency.

## CORE SKILLS

Design & Production	Print & Digital Design · Layout · Typography · Color Theory Pre-Press · File Preparation · Large-Format
Brand & Marketing	Brand Identity · Advertising Design · Marketing Collateral Packaging Design · Campaign Graphics
Digital & Interactive	Social Media Graphics · Web Design · Email Marketing
Communication & Collaboration	Client & Stakeholder Communication Cross-Functional Collaboration · Presentation Skills
Professional & Leadership	Creative Problem Solving · Project Management · Time Management Mentorship · Leadership
Compliance & Standards	Accessibility Standards · Brand Compliance · Legal & Regulatory Compliance

## TOOLS & TECHNOLOGIES

Adobe Creative Suite	Photoshop · Illustrator · InDesign · After Effects
Design Tools	Canva · Figma
AI Design	Adobe Firefly · MidJourney · Canva AI
Web & Digital	HTML · CSS · basic JavaScript
Media & Streaming	OBS · Twitch · YouTube
Project Collaboration	Jira · Confluence · Slack · Microsoft Teams
Microsoft Office Suite	Word · Excel · Outlook · PowerPoint · SharePoint · Access

## EDUCATION

Grand Valley State University  
Bachelor of Science in Graphic Design

ALLENDALE, MI · 2011

- West Michigan Silver Addy Award Winner · Editorial Design (Book Jacket) · 2009

## PROFESSIONAL EXPERIENCE

### Elise Rose Design

AUGUST 2011 – PRESENT

#### Freelance Graphic & Web Designer

- Partner with clients to define creative objectives and deliver print and digital design solutions aligned with brand and business goals.
- Design logos, brand systems, marketing collateral, websites, trade show materials, and digital advertisements across diverse industries.
- Produce standards-compliant, accessible assets with strong attention to typography, layout, and pre-press requirements.
- Managed projects from initial concept through final production, ensuring accuracy, brand consistency, and on-time delivery.

### Ansira (formerly BrandMuscle)

SCHERTZ, TX | FEBRUARY 2019 – NOVEMBER 2025

#### Senior Graphic Designer

- Delivered an average of 30+ design projects per week in a high-volume agency environment while consistently meeting tight deadlines.
- Designed print and digital advertising, menus, and promotional materials for clients nationwide.
- Ensured all designs met brand standards, legal requirements, and accessibility compliance under state and federal regulations.
- Acted as a strategic design partner to sales teams, translating client goals into effective visual solutions.
- Mentored junior designers by providing constructive feedback on design principles, workflows, and software best practices.

### Twitch

JANUARY 2013 – PRESENT

#### Partnered Content Creator & Broadcaster

- Plan, produce, and broadcast weekly live video content for a global audience.
- Analyze engagement and retention metrics to refine content strategy and visual presentation.
- Build and maintain a cohesive brand identity across live broadcasts, websites, and social platforms using consistent typography and color systems.
- Operate and troubleshoot professional video/audio capture equipment and live-streaming software.

### Infinity Online Studios

SAN ANTONIO, TX | APRIL 2016 – DECEMBER 2018

#### Graphic & Web Designer

- Created branding and a compelling website for the company and its primary project, Mekria Online.
- Participated in regular stand-up meetings to conceptualize and support creative direction.
- Collaborated with cross-functional teams to apply advanced design principles toward company goals.

### SML - Space Maintainers Laboratories

CHATSWORTH, CA | MARCH 2013 – MARCH 2015

#### Graphic & Web Designer

- Collaborated with Creative Services, department leads, and professional print vendors to execute projects from concept to completion.
- Assisted with company rebranding and development of new branding guidelines.
- Designed a wide range of print and digital materials including ads, brochures, flyers, direct mail, forms, business cards, and stationery.
- Adhered to brand and ISO compliance standards.

### Dorothy A. Johnson Center for Philanthropy

GRAND RAPIDS, MI | JUNE 2010 – DECEMBER 2012

#### Graphic Designer

- Designed and maintained print and web materials for a non-profit organization.
- Created branded communications for six internal departments, ensuring consistency and clarity.