JOCELYN TURNER

SENIOR BRAND & VISUAL DESIGNER

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EXPERIENCE

Sprouts Farmers Market
AUG 2022 - PRESENT

Creative Design Specialist

Scale & Retail Systems: Served as one of two primary designers managing in-store visual systems for 400+ locations, overseeing complex environmental and print rollouts that maintained strict brand consistency nationwide.

Experiential & Integrated Campaigns: Execute national media assets and immersive projects, serving as the Sole Designer for the Sprouts Foundation's "Farm-to-Table" play space (NY) while producing billboards, TV spots, and motion graphics for social media and Big 12 Women's Sports (ESPN).

Gorban Media
MAR 2021 - PRESENT

Founder & Creative Director

Brand Capital & Strategy: Partner with visionary leaders to transform brands into measurable business assets, applying strategic rigor to identity systems, web leadership, and video storytelling that builds enduring market authority.

Full-Stack Execution: Solely responsible for the entire creative pipeline—from brand strategy to 2D motion & UI design—building scalable asset libraries that allow clients to deploy agency-level campaigns without headcount growth.

Perfect Water Technologies
NOV 2019 - AUG 2022

Creative Lead

Department Leadership: Established the internal Creative Department, implementing global design standards, Figma workflows, and DAM systems that streamlined production.

Content Strategy: Directed cross-functional product launches and comprehensive social campaigns, producing high-end animated explainers and video content that highlighted product innovation and drove brand recognition.

EDUCATION

Full Sail University
2020

MFA, Media Design

Salutatorian

Recipient of Course Director Awards:
• Design Strategies & Motivation
• Multiplatform Delivery

Full Sail University
2009

BS, Film

Focus on Production workflows, Editing, and Motion Graphics.

EXPERTISE

Brand Strategy & Identity

Web & Visual Interface Design

2D Motion Design & Video

Environmental Design

Creative Leadership

TOOLS

Adobe Creative Cloud (Ps, Ai, Ae, Id, Pr)

Figma / FigJam

ClickUp / Asana (Ops & Workflow)

Avid Media Composer

Microsoft 365 / G-Suite

INDUSTRY FOCUS

National Retail (High Volume)

SaaS / Consumer Tech

Broadcast & Sports (ESPN)

Non-Profit / Education

B2B Strategy