JOCELYN TURNER

SENIOR VISUAL DESIGNER

PHOENIX, AZ | HELLO@JOCELYNTURNER.COM
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EXPERIENCE

PetSmart
APRIL 2026 - NOV 2026

Graphic Designer (Contractor)

Produced **promotional flyer signage** and extensive **environmental displays** for national marketing campaigns. Established **design guidelines**, built scalable **templates**, and standardized assets to ensure brand consistency and speed up production workflows for the **internal graphic design team**.

Sprouts Farmers Market
AUG 2022 - FEB 2026

Creative Design Specialist

Designed enterprise-level retail systems using InDesign, Illustrator, and Photoshop across **400+ locations**. Increased ad **click-through rates by 12-15%** with optimized **After Effects motion graphics** for a video social media series. Created graphics for **ESPN and Big 12** video and arena assets, and architected the **Sprouts Foundation "Farm-to-Table" exhibit** as the **sole designer** of that interactive educational space.

Gorban Media
MAR 2021 - PRESENT

Founder & Creative Director (Freelance)

Established a complete **creative pipeline** from brand strategy through 2D motion and UI design using **Figma and Adobe Suite**. Built scalable asset libraries and standardized workflows that reduced client revision cycles by **50%** while managing **concurrent multidisciplinary projects** across various **industry verticals**.

Perfect Water Technologies
JUN 2016 - AUG 2022

Creative Lead & Sales Representative

Managed the internal **Creative Department**, establishing design standards, **Figma workflows**, and **DAM systems** that improved team efficiency by **35%**. Directed product launch campaigns and produced **15+ animated explainers** that achieved a **28% average engagement rate** through targeted visual storytelling. Negotiated deals as key liaison between CEO and top paid influencers, reviewing posts and leading social campaigns. **Regularly ranked as a top sales representative, closing $2,000 to over $10,000 in repeat sales per customer** by focusing on consultative selling and building relationships.

MGA Business Consulting (Cydcor)
MAR 2015 - JUN 2016

Senior Corporate Trainer

Directed a 4-person B2C sales team and developed comprehensive training programs that optimized customer engagement and advanced sales techniques. Led company-wide performance meetings and executed strategic client initiatives, **consistently meeting aggressive sales objectives** to deliver **measurable ROI** for enterprise partners.

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
Asana / Workfront / ClickUp (Workflow)
Avid Media Composer
Microsoft 365 / G-Suite

INDUSTRY FOCUS

Retail (1,528+ locations)
ESPN Partnerships
SaaS / Consumer Tech
Sports Broadcasting
B2B Strategy