

Grace Horner

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Senior / Staff Visual Designer

Digitally forward Senior Visual Designer and Brand Creative with 8+ years of experience leading brand systems, digital marketing design, lifecycle campaigns, web experiences, and cross-functional creative strategy for high-growth fintech, SaaS, and consumer technology companies. Proven track record building scalable visual systems, driving conversion-focused design initiatives, and elevating brand consistency across web, email, product marketing, paid media, and integrated campaigns.

Core Skills

Brand & Creative Leadership: Brand Systems, Visual Identity, Art Direction, Creative Strategy, Design Systems, Creative Operations, Stakeholder Management, Conversion-Focused Design, Marketing Strategy

Digital & Marketing Design: Web Design, Landing Pages, Lifecycle Marketing, Email Marketing, Growth Design, Paid Media Creative, Motion Design, Presentation Design, Performance Marketing, UX/UI Collaboration, A/B Testing

AI & Emerging Technology: AI-Powered Design Workflows, Generative AI Tools, Creative Automation, AI-Assisted Ideation, Emerging Design Technologies

Tools: Figma, Adobe Creative Suite, Photoshop, Illustrator, InDesign, After Effects, Sketch, Principle, PowerPoint, Keynote, Airtable, Asana, JIRA, Slack, Google Workspace, HTML/CSS, Claude

Professional Experience

Senior Marketing & Creative Strategist — Valon | Jan 2024 – Present

- Lead integrated marketing and creative strategy initiatives across digital channels to drive brand growth, user engagement, and customer acquisition.
- Direct end-to-end creative development for multi-channel campaigns including web, email, lifecycle marketing, paid media, and product launches.
- Utilize performance analytics and user insights to optimize creative strategy and improve marketing ROI.

Senior Visual Designer — Valon | Nov 2022 – Jan 2024

- Led brand experience initiatives by building scalable design systems, templates, and creative enablement processes.
- Developed Valon's visual identity system, illustration style, and scalable visual guidelines.
- Managed website design and maintenance including new page design, UI updates, and CMS implementation support.

Brand Designer — Clockwise | May 2022 – Oct 2022

- Designed digital and print marketing assets supporting integrated campaign initiatives and brand growth.
- Contributed to company-wide rebrand efforts through the creation of brand systems and documentation.

Visual Designer — Earnest | March 2020 – May 2022

- Designed integrated marketing assets including landing pages, print campaigns, lifecycle creative, and growth marketing materials.
- Created motion graphics and video assets for web, product marketing, and presentations.

Visual Designer — Apple (via Kettle Agency) | March 2019 – March 2020

- Created premium digital experiences across web, email, event, and campaign marketing channels.
- Designed modern, pixel-perfect visual interfaces emphasizing typography and layout systems.

Designer — eBay | Oct 2017 – Feb 2019

- Designed integrated marketing collateral including landing pages, email campaigns, display ads, and digital marketing assets.
- Contributed to quarterly brand innovation initiatives and large-scale campaign refreshes.

Junior Graphic Designer — Blurb | Aug 2016 – June 2017

- Supported the creation of promotional email campaigns aligned with marketing and retention goals.
- Produced product photography and visual assets for digital campaigns and website content.

Education

University of San Francisco

Bachelor's Degree in Design

Minor in Fine Arts | 2017

ATS / AI Search Keywords

Senior Visual Designer, Staff Visual Designer, Brand Designer, Creative Strategist, Growth Design, Lifecycle Marketing, Product Marketing, Digital Brand Design, Marketing Design, Art Direction, Conversion Design, Performance Creative, Fintech Design, SaaS Design, Creative Leadership, UX Collaboration, Remote Design, AI Design Workflows, Scalable Design Systems, Campaign Design, Cross-Functional Leadership