

Marquise Sims

Brand Designer

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Work Experience

Marketing Graphic Designer

Velir - New York, NY

January 2025 to Present

- Ideated and designed website mockups and prototypes for marketing campaigns and initiatives.
- Created visually compelling social media posts and digital content to drive engagement.
- Designed presentation, digital one-pagers, and other promotional materials.
- Developed graphics and visual assets for trade shows, including banners, booth displays, and other event materials.
- Produced micro-animations and motion graphics for digital platforms, enhancing the interactivity and impact of marketing content.
- Collaborated with marketing, content, and UI teams to ensure consistency of visual elements across all channels.

Brand Designer

Freelance - New York, NY

February 2017 to Present

- Collaborated with 10+ organizations such as Columbia University and FI GROW to conceptualize and produce designs across print and digital projects.
- Developing with industry standard software such as Adobe Creative Suite and Figma to create 70+ visual designs and high-quality iconography.
- Partnered with Adobe to help usher in the future of designers through the mentorship program.
- Demonstrated history of understanding and interpreting client briefs for translation into satisfactory project results.

Graphic Designer

Cocktail Kingdom - New York, NY

September 2024 to December 2024

- Concepted development and design of branding across 6 bars/brands in NYC; curated assets to ensure consistent visual language including typography, iconography, and color palette.
- Expanded on existing brand identity, executing consistent design for a variety of marketing initiatives.
- Developed new product ideas, including product sketches, packaging, and die lines.

Production Designer

Lakeshirts - New York, NY

May 2024 to September 2024

- Revised 15 designs per day, ranging from accessories to apparel, as requested by customers.
- Met specifications requested for each design or revision, hand drawing cut lines to guide further product development.
- Carefully proofed design packs for Coordinators to approve for printing.
- Sped up art pack production speed within 3 weeks of start date.

Graphic Designer

InSeason Marketing - New York, NY

January 2024 to April 2024

- Produced Print and Digital graphics for 50+ HVAC and Plumbing Companies lauded across the United States.
- Drafted and Reworked Ad copy for use in Emails, Web Banners, Postcards, Social Media Posts, Door Hangers, etc.
- Facilitated Brand and Ad Synergy across channels with Marketing team to maintain valued company guidelines for relevant promotional purposes.

Marketing Specialist

TOPQuote - New York, NY

December 2023 to January 2024

- Accelerated marketing push, leading company out of pre-production phase 4 months ahead of scheduled timing.
- Established Branding and Marketing Strategy for 2024 Fiscal Year.
- Designed Flagship Website, leading to 64% increase in customer sales.
- Redeveloped company's branding suite, bringing graphics in line across all channels (digital & print), leading to increased brand synergy.

Graphic Designer

Heritage Grand Bakery & Restaurant - New York, NY

June 2023 to November 2023

- Advised Brand Owner on brand direction as well as new marketing launch for new restaurant branch, resulting in 80% reduction in pre-production time.
- Conceived 20+ posters, adverts, and menus for breakfast, brunch, and dinner events, leading to boost in social media engagement.
- Designed informative emails for marketing/subscribers leading to 28% increase in customer retention.

Illustrator

Cointelegraph - New York, NY

February 2022 to May 2022

- Constructed Illustrations for 10,000 NFT project, consisting of sets of 10s for each design item (hat, hair, glasses, shirt), with sets of 10s of animal designs (tiger, sphinx, cheetah, etc.).
- Cooperated with marketing team (seven days a week) to brainstorm and develop creative direction of project for impending launch, leading to 30% production hike.

Graphic Designer

Emotion Literacy Advocates - New York, NY

April 2021 to February 2022

- Teamed with Director to produce fully detailed illustrations, adding depth and cohesiveness to two songbooks and music videos.
- Assessed efforts of marketing plans, leading to launch of full scale learning curriculum 3 months ahead of schedule.
- Reduced budgetary needs through extra workloads, leading to average savings of \$4212 per month.

Graphic Design Assistant

Inez Suen Creative Agency - New York, NY

February 2019 to January 2020

- Managed development of 2 social media accounts, one of a famed Artist crossing over into the United States.
- Produced 9 concept images of art galleries, filling blank rooms with notable artworks in order to showcase finished rooms.
- Maintained digitized records of 40+ items organized for easy updating and retrieval by authorized team members.

Education

Bachelor of Arts in Graphic Design & Media Arts

Southern New Hampshire University-Manchester, NH

March 2021 to August 2023