

TAYLOR WOOLLEY

SENIOR MARKETING AND DESIGN PROFESSIONAL

P: 513.967.4407

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A: 1275 Saint Lawrence dr.
Johns Creek, GA 30022

ABOUT ME

Strategic creative professional with 12+ years of experience in graphic design, art direction, and marketing communications for higher education, Fortune 500 companies, and nonprofits.

Experienced in developing brand-aligned creative across print, presentations, digital campaigns, email, social media, environmental design, and executive communications. Experienced in brand systems, production-ready execution, vendor collaboration, and fast-moving workflows. Known for adapting quickly to new tools, platforms, and processes.

PROFICIENCIES

Adobe Creative Suite: InDesign, Photoshop, Illustrator, Express, XD

Other Creative Tools: Figma, HTML, CSS, Some JavaScript

Microsoft: Word, PowerPoint, SharePoint, Excel, Teams

Project Management: Wrike, Monday.com, Basecamp, Slack

EDUCATION

**BFA in Graphic Design
Minor in Marketing**

Bradley University, Peoria, IL

WORK EXPERIENCE

JUN 2023 - CURRENT | Senior Associate Director of Graphic Design

DEC 2021 - JUN 2023 | Associate Director of Graphic Design

Emory University, Atlanta, GA

- Serve as a trusted internal design partner across a 350+ person division, building strong relationships with stakeholders and translating business needs into strategic, brand-aligned creative solutions.
- Manage external vendor and business partner relationships, ensuring creative deliverables meet expectations by managing vendor specs, performing press checks, and reviewing proofs.
- Develop innovative, scalable design solutions across high-priority advancement communications, balancing creative problem-solving with practical execution.
- Lead complex, high-touch design projects with a high degree of independence, proactively managing timelines, priorities, and stakeholder feedback while escalating key decisions to senior leadership when needed.
- Completed internal leaders training, strengthening communication, leadership, and management skills; apply those skills by mentoring teammates and leading key projects.

JUN 2021 - DEC 2021 | Graphic Designer (Contract)

Ernst & Young, Atlanta, GA

- Designed high-end executive PowerPoint presentations, PDF reports, and business acquisition materials for a range of clients, accounts, and internal stakeholders.
- Acted as project manager for complex creative deliverables, organizing timelines, estimating budgets, coordinating reviews, and ensuring deadlines were met.
- Managed multidisciplinary creative teams, including overseas team members, by distributing assignments, reviewing work, providing feedback, and maintaining quality standards.
- Independently balanced and executed multiple projects under tight deadlines while maintaining accuracy, polish, and executive-level presentation quality.

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WORK EXPERIENCE (CONT.)

MAY 2018 - JUN 2021 | Strategic Design Specialist

University of Illinois, Champaign IL

- Collaborated with copywriters and marketing partners to develop audience-focused strategies and design materials for print, OOH, web, email, digital, and social media channels.
- Created and presented strategic visual approaches for integrated marketing communications, translating complex messages into clear, engaging design systems.
- Spearheaded the university's effort to select brand colors that met ADA and WCAG accessibility standards for digital use.
- Played a critical role in developing scalable brand standards and design guidance to improve consistency across decentralized communications teams.

JAN 2018 - MAY 2018 | Art Director

MAY 2014 - JAN 2018 | Graphic Designer

Simantel, Peoria IL

- Collaborated with strategists and copywriters to develop impactful marketing plans and production-ready creative materials for clients ranging from nonprofits to Fortune 500 companies.
- Created and presented innovative visual concepts for integrated marketing communications across digital and print channels.
- Standardized the process for creating branded product mockups and production files, helping the agency become the preferred branded products vendor for its largest client.
- Improved planning and organization for multifaceted digital campaigns by developing an easy-to-use media plan spreadsheet.
- Spearheaded the agency's transition from Flash animation to HTML5 digital ads, helping maintain uninterrupted ad traffic for clients amid changing platform requirements. Managed, instructed, and supported designers learning HTML, CSS, and JavaScript to produce digital display banners and emails.

JUN 2013 - AUG 2013 | Graphic Design Intern

Concept Arts Inc., Los Angeles, CA

- Organized image libraries. Prepared files for production including OOH, one-sheets, social media, and web assets.

AUG 2012 - MAY 2015 | Manager

Bradley University Tech Crew, Peoria, IL

- Partnered with campus event planners to ensure appropriate staffing, equipment, and technical support for events. Managed a team of 12 AV technicians providing sound, lighting, and event production support for campus events.
- Made hiring and termination decisions, conducted annual employee evaluations, and issued raises. Scheduled shifts, managed equipment and labor budgets, issued invoices, and reviewed event contracts.