

Audrey Carter

Sr. Graphic Designer

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Portfolio: cartercreativedesigns.com

Creative, dedicated, and results-driven professional with substantial experience developing and delivering comprehensive design solutions for high-value clients across diverse industries to thrive in competitive and challenging markets.

Qualifications summary

- Proven track record of managing end-to-end design projects, from ideation to final delivery, with meticulous attention to detail.
- Demonstrates exceptional proficiency in conceptualizing and executing impactful designs that align with client objectives.
- Skilled in fostering collaboration across multidisciplinary teams to ensure seamless project execution and client satisfaction.
- Renowned for delivering visually compelling designs that effectively communicate brand messages and drive engagement.
- Possesses a keen eye for aesthetics and branding principles to create cohesive and memorable visual identities.
- Excels in leveraging creativity and strategic thinking to solve complex design challenges and achieve business goals.
- Proficient at building and maintaining professional relationships with stakeholders at all levels by leveraging excellent interpersonal communication skill set.

Areas of expertise

- Operations & project excellence
- Marketing & branding campaigns
- User accessibility & experience
- Corporate communication
- Infographic and presentation design
- Art direction & design standards
- Print & digital production
- Technical & conceptual graphics
- Offset & flexo printing/prepress
- Trade show booth graphics
- Team leadership & development
- Cross-functional collaboration
- Quality analysis & control
- Iconography & packaging design
- Email marketing campaigns

Career experience

Eastman Chemical Company, Kingsport, TN
Graphic Designer

October 2022 - February 2024

Led design initiatives within the Specialty Plastics, Animal Nutrition, and Coatings and Inks business segments. Implemented Agile-certified methodologies to enhance efficiency and collaboration within the in-house agency. Collaborated closely with cross-functional teams to gather project requirements and manage design aspects to align with client expectations. Produced a wide range of high-volume print and digital projects, including one-pagers, multi-page processing guides, social media and email graphics, advertisements, trade show booth banners, and cohesive campaign collateral.

- Managed numerous design projects from conception to completion in tight deadlines and exceeded client expectations.
- Reimagined QR logo design from circular to square shape to enhance alignment with new branding guidelines and strategies.
- Reduced time and streamlined production workflow by crafting and implementing dynamic social media graphic templates tailored to specific use cases across three businesses.
- Received positive feedback from clients for delivering visually compelling designs that effectively communicated brand messages across various mediums.
- Played pivotal role in enhancing collaboration between business and creative teams, resulting in smoother project workflows and improved communication.

Career experience (cont.)

Petoskey Plastics, Petoskey, MI & Morristown TN

September 2014 – October 2022

Sr. Graphic Designer

Spearheaded marketing collaboration with sales teams and department managers to craft compelling visuals and marketing assets, driving heightened customer engagement and fostering repeat sales. Oversaw corporate branding for internal communications and support branding initiatives across five distinct business segments. Developed diverse print collateral and digital media, encompassing email templates, tradeshow booths, videos, and Wordpress websites.

- Managed all packaging design inquiries, catering to both internal brands and customer private label brands.
- Directed and organized the in-house process and design of flexographic and offset print plates for the manufacturing lines.
- Innovated the creation of the inaugural “sustainability scorecard” within the blown film plastic industry, disseminating it to customers and stakeholders across all levels.
- Enhanced corporate website traffic by over 87% and brand website traffic by over 88% through implementation of cutting-edge SEO techniques and user experience optimization, in tandem with marketing coordinator and sales team collaboration.
- Established a gated distributor portal within WordPress, housing updated marketing resources for automotive aftermarket customers and sales team access, concurrently launching the platform via an email marketing initiative.

40 Visuals, Spring Lake, MI

October 2013 – September 2014

Graphic Designer

Managed multiple prestigious jewelry accounts, such as Calvin Klein, Seiko, Swatch, Mikimoto, Forevermark, and Hearts on Fire.

- Executed orders for large format-printed signage by configuring artwork in accordance with each account's precise brand guidelines and accommodating custom design and sizing requests.

Serendipity Media, Grand Rapids, MI

May 2013 – October 2013

Graphic Designer

Designed monthly magazine layouts for various publications, as well as web and social media graphics, advertisements, and campaigns for significant publishing events.

Education

Bachelor of Fine Arts in Graphic Design, Minor in Advertising & PR

2009-2013

Grand Valley State University, Grand Rapids, MI

Technical Skills

Adobe Creative Suite: Illustrator, InDesign, Photoshop, Express

Microsoft Suite: Word, PowerPoint, Excel, Teams, Outlook

Email and web: Act-On, HubSpot, Wix, WordPress, Magento

Project management and Prepress: Asana, DaVinci, BLUE Software, PACKZ Hybrid Software

Tools (Hardware): Apple Mac computer system, PC systems are Secondary