



# JE'RHONDA BROWN

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## SUMMARY

Experienced and versatile Graphic Designer with 5+ years in branding, marketing, and web design. Delivers comprehensive business services to corporate clients, blending technical expertise, creative vision, and awareness of current trends to produce innovative solutions. Committed to continuous learning and creating timeless, persuasive content that enhances user experience.

## SKILLS

- **Adobe Creative Suite** (Photoshop, Illustrator, Dreamweaver, After Effects, InDesign, InCopy)
- **Branding** (Brand Identity, Storytelling)
- **Design** (Visual, Logo, Typography, Layout, Color Theory, UX/UI, Motion Graphics, Digital Illustration)
- **Web & Mobile** (Web Design, Mobile/Responsive Design, CSS, HTML, Java, Figma)
- **Visual & Communication** (Image Manipulation, Visual Communication, Animation)
- **Video & Motion** (Video Editing, Motion Graphics)
- **Production** (Product Mockups, Production Layouts)
- **Technical Writing & Illustration** (Writing, Sketching)

## EXPERIENCE

### Marketing Graphic Designer | Gallopade Peachtree City, GA | 10/2020 - Current

- Ensured brand identity consistency in 90% of design outputs as the brand identity ambassador.
- Led a rebranding refresh acknowledged by convention attendees, vendors, and the Florida Curriculum Review Board.
- Created wireframes and landing pages with Adobe XD, Illustrator, Figma, HTML, CSS, Java, Filezilla, and Dreamweaver.
- Edited and animated 6 videos and 50+ motion graphics using Adobe Photoshop, After Effects, Media Encoder, and Premiere.
- Designed 500+ emails and 7+ reusable templates that cut turnaround times for emails, newsletters, and print layouts.
- Enhanced email accessibility with multi-device formats, improving usability journeys and designing over 90% of marketing emails.
- Developed a multi-functional e-commerce homepage using Adobe Dreamweaver.

### Graphic Designer | Freelance | 01/2019 - Current

- Met with stakeholders to define project goals and advise on best design and print practices.
- Created branded goods, including stationery, flyers, brochures, and catalogs.
- Designed 3 chapter book covers, interior layouts, and illustrated 1 children's book for self-publishing authors.
- Supported design initiatives by developing new artwork and trend-relevant style guides to help grow small businesses.

### Graphic Designer | Decatur Atlanta Printing Decatur, GA | 01/2019 - 01/2020

- Conceptualized and executed over 900 design projects across branding, marketing, digital assets, print collateral, packaging, and corporate design.
- Promoted from Jr. Graphic Designer to Graphic Designer within 3 months of hiring.
- Collaborated with a production team of 6 and multiple vendors to deliver high-quality results within 24-hour deadlines.

## EDUCATION AND TRAINING

Savannah College of Art and Design (SCAD)

**Bachelor of Fine Arts (BFA):** Graphic Design

**Minor:** Animation

05/2019

## CERTIFICATIONS

Social Media Marketing, Hootsuite, 102574890

04/2024

