

UNIQUE PERIOD

SENIOR GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Senior Graphic Designer with 13+ years of experience leading brand identity, packaging, print production, website design, and integrated marketing initiatives for startups, nonprofits, and nationally recognized consumer brands. Experienced in leading projects from concept through production, developing scalable visual identity systems, and delivering production-ready creative assets across print and digital platforms. Adept at collaborating with cross-functional teams, managing multiple projects, and translating business objectives into compelling design solutions that strengthen brand recognition and customer engagement.

CORE EXPERTISE

Brand Identity • Visual Identity Systems • Logo Design • Creative Strategy

Website Design • WordPress • Elementor • UI Layout Design • Digital Marketing Assets

Packaging Design • Production Artwork • Dielines • Prepress • Color Management

Marketing Collateral • Social Media Design • Campaign Design • Presentation Design

Environmental Graphics • Large Format Graphics • Signage • Apparel Graphics (DTF, SVG, UV DTF)

SOFTWARE & TOOLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Acrobat

Design & Web: Figma, WordPress, Elementor, Shopify, Wix, Squarespace

Collaboration: Microsoft Office, Google Workspace, Slack, Trello, Notion

Creative & AI Tools: Canva, ChatGPT, Claude, Gemini, Midjourney

PROFESSIONAL EXPERIENCE

Unique Period Design Studio | Atlanta, GA

Founder & Senior Graphic Designer | 2013 – Present

- Lead the creative direction, design, and production of branding, packaging, print, digital, and website projects for startups, nonprofits, retail brands, and professional service organizations, delivering strategic creative solutions that align with business objectives and brand strategy.
- Develop complete visual identity systems including logos, typography, color palettes, brand guidelines, marketing collateral, and digital assets that create consistent brand experiences across print and digital platforms.
- Design responsive WordPress websites, landing pages, social media graphics, digital advertisements, presentations, brochures, signage, packaging, and promotional materials that support marketing initiatives and customer engagement.
- Prepare production-ready artwork for commercial printing, packaging manufacturers, apparel decoration, and large-format graphics, ensuring technical accuracy, color consistency, and production efficiency from concept through final delivery.
- Manage multiple client relationships while collaborating with stakeholders, vendors, marketing teams, and production partners to deliver high-quality creative solutions on time and within project scope.

The Crayon Case | New Orleans, LA

Creative Director & Lead Packaging Designer | 2017 – 2022

Contract engagement via Unique Period Design Studio

- Led the creative development of the company's first retail cosmetic product, establishing a packaging direction that influenced future product collections and brand recognition.
- Designed retail-ready packaging systems, product graphics, website assets, marketing collateral, and promotional materials supporting national product launches across multiple retail channels.
- Produced manufacturer-ready artwork, dielines, and print production files while ensuring brand consistency, technical accuracy, and packaging quality throughout the production process.
- Partnered with internal stakeholders, vendors, and manufacturers from concept development through final production to deliver cohesive product packaging and marketing assets.

Atlanta Vinyl | Atlanta, GA

Senior Graphic Designer | 2018 – 2026

Contract engagement via Unique Period Design Studio

- Designed production-ready heat transfer graphics, DTF artwork, SVG cut files, packaging, labels, inserts, and marketing collateral supporting commercial apparel decoration and product manufacturing.
- Created artwork for print production, promotional products, branded merchandise, and commercial printing while maintaining technical specifications and production standards.
- Supported product launches through cohesive visual assets spanning packaging, promotional materials, digital marketing, and branded apparel.
- Prepared technically accurate production files that improved manufacturing efficiency, minimized revisions, and ensured consistent print quality.

The Community Resource Counseling Group | Macon, GA

Senior Brand & Digital Designer | 2025 – Present

Contract engagement via Unique Period Design Studio

- Led the visual brand refresh by modernizing typography, color systems, iconography, and branded marketing materials to strengthen organizational identity and community engagement.
- Designed integrated communication assets including presentations, brochures, business stationery, social media graphics, website graphics, and outreach materials supporting marketing and fundraising initiatives.
- Collaborated directly with executive leadership to develop creative solutions that aligned organizational goals with strategic communication efforts.
- Maintained brand consistency across print and digital platforms while producing production-ready creative assets supporting community outreach and organizational growth.

EDUCATION

Full Sail University

Bachelor of Science, Recording Arts