

JACKLYN NORMAN

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View my portfolio here: jacklynnorman.com

PROFESSIONAL SUMMARY

Visual Communication and Design Specialist who excels in maintaining brand consistency and effectively managing a fast-paced environment through strategic project prioritization.

EDUCATION

Bachelors of Arts: Visual Communications and Design, 2014
University of Nebraska Kearney: Kearney, NE

UX Design Certifications: Design Lab, 2019

[UX Research & Strategy Certification](#)

[UX Interaction Design Certification](#)

WORK EXPERIENCE

Senior Graphic Designer, 08/2021 to current - Monarch Investment & Management Group, Franktown, CO

- Manage branding for 300+ properties and corporate entities across digital and print mediums
- Lead a graphic design team, prioritizing projects and managing workflow through a ticket system
- Update and maintain processes for landing page creation, rebrands and new acquisitions
- Collaborate with site teams and corporate departments on special projects
- Coordinate with the digital marketing coordinator, SEO and analytics team to achieve marketing goals for each property

Graphic Designer, 02/2020 to 08/2021 - Monarch Investment & Management Group, Franktown, CO

- Created print collateral for communities including flyers, floor plans, property maps, brochures, and business cards
- Maintained website content updates, editing, sizing and compressing photography
- Designed and developed regional property websites using Wordpress
- Collaborated with site teams on property rebrands and new acquisitions
- Manage print orders, tracking and invoicing for entire portfolio

Freelance Designer, 09/2018 - 02/2020

- *American Association of Post-Acute Care Nursing (Layout Design & Editing)*
- *Design Lab (Online Design Mentor)*
- *Colony Capital (Marketing Coordinator) Denver, CO*
- *Colorado Tech Team (Web Design, Branding Consultant)*
- *Other Clients: Kearney Visitors Bureau, Kearney Public Library, McCue's Nebraska Taproom, Cyber Analytics, LLC.*

Recognition Consultant, 07/2017 to 08/2018 - Award & Sign, Greenwood Village, CO

- Processed and organized large event orders
- Designed and quoted custom signage, plaques, banners, awards, promotional products and apparel
- Maintained relationships with customer accounts

Marketing Manager & Event Services Specialist, 03/2016 to 07/2017 - Kearney Visitors Bureau, Kearney, NE

- Maintained consistent use of graphic imagery in materials and other marketing outreach
- Assisted with special event needs such as coordinating volunteers, facilities, and other services
- Managed website and social media presence

Group & Visitor Services Specialist, 01/2016 to 03/2016 - Kearney Visitors Bureau, Kearney, NE

- Provided and scheduled event services for convention groups
- Greeted guests and provided travel and tourism information
- Supervised convention registration staff

Graphic Designer, 08/2013 to 12/2015 - The Buckle, Inc., Kearney, NE

- Generated graphic elements for screen print and embroidery application
- Researched current and emerging art and graphic design trends
- Managed a wide variety of customer service and administrative tasks