

Senior Graphic Designer

+ *Production Designer*

Brand systems · Integrated campaigns · Print + digital production

PROFILE

Senior-level designer combining campaign thinking, brand implementation and hands-on production. *Experienced in taking ideas from early concept through multi-channel execution, versioning, quality control and final delivery.*

CORE STRENGTHS

CAMPAIGN SYSTEMS

Integrated print, social, email, digital, signage and sales communications.

PRODUCTION

Versioning · resizing · prepress · QC · final-file preparation · vendor handoff.

BRAND IMPLEMENTATION

Applying visual standards across formats while protecting consistency and hierarchy.

EDITORIAL

Long-form layout · annual reports · typography · structured information design.

AI-ASSISTED

ChatGPT · Firefly · Midjourney · Photoshop Generative Fill for ideation and refinement.

TOOLS

Adobe InDesign · Illustrator · Photoshop · Acrobat
Figma · Canva · WordPress
PowerPoint · Keynote · Google Slides

EXPERIENCE

Century Communities, Inc.

Senior Graphic Designer

APRIL 2018 - 2025 · GREATER DENVER AREA

Produced integrated marketing and production-ready creative supporting residential communities and campaigns across multiple U.S. markets.

- Designed brochures, direct mail, advertising, email graphics, social assets, signage, sales collateral and promotional campaign materials.
- Applied established brand systems across formats, maintaining consistency in typography, color, imagery, layout and hierarchy.
- Adapted and versioned assets across markets, communities, sizes and channels while maintaining production accuracy.
- Prepared final print and digital files, including image preparation, export, prepress and detailed quality-control review.
- Developed scalable templates and visual systems supporting community launches, sales initiatives and recurring communications.
- Partnered with marketing, sales and cross-functional stakeholders through revisions and final delivery.

Studio Forty8

Creative Director / Senior Designer - Freelance

JUNE 2024 - PRESENT

Provide hands-on brand, campaign and production support for healthcare organizations, nonprofits, small businesses and mission-driven clients.

- Create brand identities, campaign materials, reports, presentations, social content and marketing collateral.
- Translate visual identities into consistent systems across recurring print and digital communications.
- Manage revisions, resizing, versioning, asset updates, final-file preparation and production review.
- Work directly with clients to interpret briefs, incorporate feedback and deliver approved final assets.

EXPERIENCE CONTINUED

MyHealth MyLife.org

Freelance Senior Designer

JUNE 2024 - PRESENT

Ongoing design and production support for accessible women's health education and wellness communications.

- Design educational campaign materials, social content, presentations and branded healthcare communications.
- Translate complex health information into clear, audience-focused visual content using hierarchy, typography and accessible layout.
- Maintain consistent visual standards across recurring communications while supporting revision, resizing and production needs.
- Collaborate with healthcare and nonprofit stakeholders to incorporate content revisions and prepare approved assets for publication.

PRODUCTION + DESIGN

BRAND + CAMPAIGN

Brand identities · integrated campaigns · marketing collateral · presentation design

PRODUCTION

Prepress · versioning · resizing · asset adaptation · QC · file organization

CHANNELS

Print · social · email · digital · OOH · presentations · editorial

SOFTWARE

Adobe Creative Cloud
InDesign · Illustrator · Photoshop · Acrobat

Figma · Canva · WordPress
PowerPoint · Keynote · Google Slides

ChatGPT · Adobe Firefly · Midjourney · Photoshop Generative Fill

EDUCATION

Art Institute of Colorado

Graphic & Interactive Design

Fashion Institute of Technology

Advertising Design

New York Institute of Technology

Communication Arts

PROFESSIONAL DEVELOPMENT

InDesign 2024 Essential Training
Adobe InDesign 2024 Professional Certificate
Ongoing AI-assisted creative workflow development

Selected work: pejualawusa.com · Available for senior-level design, production-focused creative and select art direction opportunities.