

DENISE CHARLES

SENIOR DESIGNER

Phone: 305-842-7864

Email: dgccreative1@gmail.com

Linkedin: [linkedin.com/in/denise-charles-a49ba3262](https://www.linkedin.com/in/denise-charles-a49ba3262)

Portfolio: <https://multimediadc.myportfolio.com/>

Senior Designer with a proven track record of achieving high client satisfaction rates by transforming design briefs and project requirements into captivating visuals for ad campaigns, logos, and branding elements. I am a consistent producer of highly effective and visually appealing designs through wire framing, prototyping, and high-fidelity mock-ups. Proficient in creating design systems and style guides to effectively deliver brand recognition and messaging. Up-to-date with the latest design trends, technologies, and tools, consistently increasing creativity and innovation in design projects.

Experience

5/2023 - 07/2023

Talento - Jazwares

Graphic Artist - Packaging

- Establish innovative packaging design systems (graphics and structure)
- Manage day-to-day development of packaging for Jazwares portfolio, dieline creation and/or modification
- Prepare submissions for licensor approval, be adaptable and vigilant to keep projects on schedule

8/2022 - 3/2023

Design Group - Anker Play Products

Graphic Artist - Packaging

- Conducted extensive research on consumer trends to develop innovative, customer-centric packaging
- Produced accurate production files and brand guidelines to ensure brand consistency
- Led creative initiatives including; designing die-lines, 2D/3D renderings, mocks, and print production

6/2022 - 9/2022

Robert Half - RedSail Technologies

Freelance Graphic Designer

- Responsible for high-impact social media campaigns, landing pages, email, banners, and print collateral
- Tracked progress, identified and addressed potential roadblocks to keep projects on schedule
- Partner with cross functional teams to provide creative solutions from conception to final delivery
- Ensured appropriate concepts, themes and messages were represented

5/2019 - 2/2020

Robert Half - Cross Country Healthcare

Freelance Graphic Designer

- Responsible for development and execution of creative branding, marketing, and promotional campaigns
- Produced promotional pieces as well as internal corporate publications
- Conducted quality checks on preflighted files to ensure error-free print and digital production
- Developed compelling presentation templates to ensure alignment with cross-functional teams

10/2016 - 5/2022

Grim Designs

Graphic Designer

- Guide and mentor jr designers and freelancers through the design cycle
- Collaborate with cross-functional teams to ensure seamless execution of designs across multiple platforms
- Responsible for creating corporate communication brochures and custom powerpoint presentations
- Lead kick-off meetings, concepting, planning and final development presentations

6/2020 - 7/2021

Cerified Pressure

Freelance Graphic Designer

- Developed logo and brand guide resulting in a consistent brand identity across all channels
- Conducted weekly analysis and documentation of social media initiatives, optimizing engagement and reach
- Executed design templates across multiple platforms and devices for improved user experience and increased engagement

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2/2006 - 5/2014

Idea Design Studio

Senior Designer

- Responsible for project planning and delivery of dynamic promotional campaigns, email, banners, print collateral, and packaging
- Ensured consistency and accuracy of publications by proofreading, editing, and typesetting copy, images, and other visual elements
- Streamlined communication with stakeholders, resulting in on-time project delivery and positive feedback

Skills

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|-----------------------------|--------------------------|----------------------|
| • GRAPHIC DESIGN | • BRANDING / MARKETING | • PROJECT MANAGEMENT |
| • PACKAGING DESIGN | • CREATIVE DIRECTION | • VECTOR ART |
| • WIREFRAMING / PROTOTYPING | • NFT / CONTENT CREATION | • TREND ANALYSIS |

Education

Present | Arizona State University | MS - Graphic Information Technology

2014 | International Academy of Design & Technology | BFA - Graphic Design