



Christel D. Swift

Senior Designer | Art Director

Atlanta, Georgia

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Skills

Brand Development & Management

Logos

Informational Graphics

Print Design

Web Design

Event & Environment Graphics

Team & Project Management

Campaign & Promotion Planning

Campaign Execution

Illustration: computer & traditional

Photography & Photo Editing

Photo and Video Set Direction

Video Editing

Education

University of Florida -

Bachelor of Graphic Design

Continuing education through

LinkedIn Learning & Adobe courses

Description

I am an ardent graphic designer with proven accomplishments ranging from initial brand identity development to campaigns crossing the full media gamut of print, web, video, environmental graphics and packaging. I've gained a wealth of aesthetic, technical, leadership and mentor skills from the teammates I have worked with, and I'm constantly striving to learn more. Creating visual concepts that inspire, inform and captivate is what motivates me daily. I communicate well with clients, vendors and fellow creative staff, and am equally comfortable in studio or corporate environments. Probably most crucially, I keep the client's goals, budget and deadlines well within sight.

Professional Experience

Senior Graphic Designer (Freelance)

June 2018 - present

Clients Include: Vortex Analytics - Knoxville, TN, SD Professionals - Sevierville, TN, Fine Point Auto - Alpharetta, GA, Perch Pub and Varalli Restaurants - Philadelphia, PA

- Producing comprehensive brand recognition for these small to medium businesses. Concept development and design of print, interactive, web sites and social media materials, trade show graphics and signs.

Senior Lead Designer

Fortiva Financial, Atlanticus Corp., Atlanta, GA Aug. 2015 - May 2018 • myfortiva.com

- Creation of all things visual for Atlanticus Corporation and its merchant and consumer financial subsidiary Fortiva Financial. Design and stewardship of comprehensive brand standards and recognition campaigns for Fortiva Retail Credit, Fortiva Personal Loans and Fortiva Credit Card product offerings. Conceptual development and design of print, interactive, and web materials. I was hired during the creation of this company's Marketing Department and was involved with crafting the parameters of my position along with the inception of Fortiva's brand. Elements included its corporate voice, logos, print and web advertising campaigns, print and electronic collateral, web sites, social media campaigns, email and direct mail campaigns, trade show and special event graphics and signs.
- Collaboration with web developers, network programmers, UX/UI developers, print and video vendors and operations fulfillment managers.

Senior Graphic Designer

Arrant Concepts Inc., (DBA) May 2010 - Aug. 2015

Clients Included: Izenda - Atlanta, GA, The VisuaLab - Norcross, GA, Jones Lang LaSalle - Atlanta, GA, Hillgate Communications - Sanibel Island, FL, Perch Pub and Varalli Restaurants - Philadelphia, PA, West 1 CATV - Waynesville, NC

- Produced comprehensive and compelling brand recognition for various businesses. Concept development and design of print, interactive, video and web materials consisting of logos and branding campaigns, print collateral, web sites, social media campaigns, print and web ad campaigns, trade show graphics and signs.
- Hiring and coordinating the efforts of freelance designers, proofreaders, photographers and multimedia vendors. Art direction of photo and video shoots. On-press proofing of all printed pieces.



Digital Proficiency

Macintosh Computer: Adobe Creative Suite - Photoshop, Illustrator, InDesign, XD, Dimension, Dreamweaver, Premier Sketch

Web: Wordpress , Divi, HTML, CSS, Bannersnack

PC: Microsoft Word, PowerPoint and some Excel

Special effects photo manipulation, retouching and color correction.

Production of press-ready files.

Graphic Designer (Contractor)

Quenzel & Associates, Marketing in Fort Myers, FL June 2013 - Oct. 2014 • quenzel.com

- Brand identity development for Hotel, Tourism and Medical clients. Design of logos, print collateral, print and web advertising, websites and email campaigns.
- SEO content writing and updating for websites. Creative copy writing for support print and web pieces. Photo retouching and illustration.

Senior Graphic Designer (Contractor)

First Source Marine, Product Marketer in Fort Myers, FL June 2012 - May 2013

- Design of product brand identity, packaging and in-store displays for clients of this marine products company. Concept development and design of printed artwork such as catalogs, ads and trade show graphics.
- Photographed products and lifestyle photography of products in-use. Retouching and composite manipulation of all photography. Created illustrations and vector diagrams of products for use on specification sheets, packaging and catalogs.
- Organized and implemented an indexed filing system for the company's computer art and photography files. Coordinated efforts with web programmer to develop the company's inventory web site.

Creative Manager

Kimberly-Clark Corp. Marketing Communications, Atlanta, GA Aug. 2006 - Nov. 2009

- Promotion of growth and development of KIMBERLY CLARK PROFESSIONAL Scientific, Health Care and Washroom segments through B to B communications. Achieved this through creative concept and design of print, interactive, and web advertising campaigns and catalogs. Created corporate collateral, sales incentive programs, product launches, logos and branding campaigns, as well as both internal and external education pieces.
- Coordination of the efforts of approved freelance designers, proofreaders, photographers and multimedia vendors. Art direction of photo and video shoots.

Art Director/Senior Designer

Realm, Advertising Agency in Atlanta, GA Sept. 1996 - June 2006

- Conception, direction and design of branding identities, corporate collateral, incentive campaigns, logos, print and web projects, and identity campaigns, corporate collateral and incentive programs, logos, magazines, posters, advertisements, direct mail, collectable sports cards and merchandising. Clients included: UPS, MCI, Walden Security, BellSouth, Best Cards, Inc., LHS, CheckFree, Georgia Pacific, Intercept Group, Equant.
- Orchestrated the efforts of junior designers, typesetters, proofreaders and vendors. Developed and implemented studio procedures for large volume, quick turnaround initiatives and deliverable assets. Client contact and relations, pre-press proofing and press checks, in-house digital photography, direction of photo shoots (including model and photographer selection and set direction), electronic file production supervision and scheduling.