



Edward Green

Graphic Designer

Senior graphic designer with 9 years in agency and in-house settings, focused on brand identity systems and integrated campaigns for consumer and nonprofit clients. Lead designers and freelancers on multi-channel projects and own the work from concept through final production.

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER

NORTHSTAR BRAND STUDIO, MINNEAPOLIS, MN | 2021 TO PRESENT | 2021 – PRESENT

- Lead brand and campaign work for a portfolio of seven retained clients, including a regional credit union and an outdoor apparel startup.
- Rebranded a 40-year-old food co-op (logo, packaging, in-store signage) that contributed to a reported 18% lift in private-label sales the following year.
- Run weekly design crits for a team of four and set the QA checklist now used on every client handoff.
- Pitch concepts directly to clients, including a recent identity presentation that closed a \$145K retainer extension.
- Built and maintain the studio's Figma component libraries across roughly 20 active brand systems.

GRAPHIC DESIGNER

LARKSPUR & VINE AGENCY, SAINT PAUL, MN | 2018 TO 2021 | 2018 – 2021

- Designed campaign assets for healthcare and education clients across digital, print, and environmental.
- Owned the visual rollout for a statewide vaccine awareness campaign, including transit ads in seven cities.
- Partnered with copywriters on concept development from kickoff, not just final layout.
- Trained two junior designers on production standards and file organization.

DESIGNER

QUILL & COMPASS, MADISON, WI | 2016 TO 2018 | 2016 – 2018

- Produced book covers and interior layouts for an indie publisher's catalog of around 25 titles per year.
- Coordinated with printers on stock, finish, and pricing for runs up to 15,000 copies.
- Designed marketing materials including catalogs, bookmarks, and trade show booths.

EDUCATION

BFA, Graphic Design, University of Wisconsin-Madison, 2016



Minneapolis, MN 12345



(612) 555-0199



renata.castellanos@example.com

KEY SKILLS

- Brand identity systems
- Packaging and environmental design
- Integrated campaign design
- Adobe Creative Suite
- Figma component libraries
- Print production and vendor management
- Client presentation and pitching
- Team leadership and design crits
- Copy and concept collaboration
- Editorial and book design