

JIM WORNELL

GRAPHIC DESIGNER

📍 Sammamish, WA
✉ jim.wornell@gmail.com
🌐 www.jimwornell.com
📱 www.linkedin.com/in/jimwornell

☎ 425-223-7832

🌐 www.jimwornell.com

PROFILE

Creative and innovative graphic designer with 15+ years of experience in translating clients' visions into captivating visual concepts. Accomplished in developing branding materials and marketing collateral that resonate with the target audience. Knowledgeable in current design trends and best practices. Collaborative leader with excellent communication and interpersonal skills. Passionate about delivering high-quality design solutions that exceed client expectations.

CORE PROFICIENCIES

Technical Skills:

Adobe Creative Suite (Photoshop, Illustrator, InDesign), DNN/WordPress, HTML, CSS, Figma/Adobe XD, Adobe Premiere, Adobe After Effects, Adobe Audition, Final Cut, Camtasia, Microsoft Office Suite (Excel, Word, PowerPoint)

Competencies:

Creative Conceptualization, Brand Identity & Management, Project Management, Web Design, Marketing & Social Media Campaigns, Visual Language, Storyboards & Presentations, Photo Editing, Video Editing, Animation, Advertisements, Brochures, Magazines, Multimedia Design, Logo Design, Brand & Customer Experience Style, Patterns, Color Collaboration, Team Leadership

PROFESSIONAL EXPERIENCE

Delightful Communications, Seattle, WA

Senior Visual Designer (August 2022 – Present)

Assist marketing operations for various B2B tech firms, managing digital and in-person strategies like product launches, social media, events, website maintenance, videos, and promotions.

- Created innovative designs and visuals for web/digital and printed materials, social media posts, brochures, banners, and e-books in alignment with branding guidelines for notable clients like Microsoft, Intel, IBM, Accenture, Fujitsu, and SAS.

All-Comm Technologies, Revere, MA

Senior Marketing Designer (August 2021 – July 2022)

Managed marketing initiatives, overseeing digital and in-person campaigns, such as product launches, social media strategies, events, website content, videos, and promotions in a public safety wireless communications firm. Worked with a team of four to assist in creating email campaigns and generating leads while coordinating events. Led market research efforts and analyze data to incorporate customer feedback into product development. Developed and maintained marketing materials such as brochures, posters, flyers, advertisements, case studies, and product sheets. Produced and enhanced videos with Adobe Premiere and After Effects by refreshing typography, composition, and layout styles.

- Redesigned the company's website and visual materials to reflect the company's mission and resonate with customer values.
- Achieved 4% boost in sales by increasing Twitter followers from 300 to over 5,000 and LinkedIn connections from 125 to 3,000 within ten months.

Zetron, Inc., Redmond, WA

Marketing Designer/Web Administrator (May 2006 – June 2021)

Developed and improved brand identity through consistent visual elements on logos and letterheads for a company specializing in public safety software. Generated innovative designs and visual content for digital, web, and print materials, including social media graphics, brochures, banners, and signage, to reinforce product branding strategies in accordance with typography, color palette, layout, and composition principles. Defined and reported monthly KPIs, including website visits, top page views, and downloads for performance analysis and strategic modifications.

- Created and managed digital content, website designs, and updates for sub-brands and partner companies.
- Increased sales by 30% for a new software product by producing and enhancing videos (animation, VFX, compositing) for social media, advertising, and informative uses.

Additional Experience

Graphic Designer, Nintendo of America, Inc., Redmond, WA

EDUCATION

The Art Institute of Seattle, Seattle, WA

Graphic Design, Bachelor of Fine Arts