

AVERY BENNETT

Senior Brand Designer

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PROFESSIONAL SUMMARY

Senior brand designer with 12 years of experience translating complex ideas into clear, memorable visual systems. Experienced across brand identity, integrated campaigns, digital experiences, presentation design, and creative direction. Known for connecting creative decisions to practical business goals and collaborating effectively with marketing, product, content, and leadership stakeholders.

CORE CAPABILITIES

Brand strategy and identity systems
Concept development
Visual storytelling
Art direction
Integrated campaign design
Digital experience design
Presentation design
Design systems
Creative collaboration
Stakeholder communication

PROFESSIONAL EXPERIENCE

NORTHSTAR CREATIVE GROUP — Chicago, IL

Senior Brand Designer | 2020–Present

Lead identity and campaign projects from early discovery and concept development through final execution. Translate complex organizational or product messages into clear visual systems across print and digital channels. Present creative rationale to marketing, product, and leadership stakeholders and incorporate feedback into design direction. Develop reusable brand and design-system components that improve consistency across teams. Provide art direction and mentor junior designers on selected client and internal projects.

BRIGHTLINE MEDIA — Chicago, IL

Brand Designer | 2016–2020

Developed visual identities, campaign concepts, presentation materials, and digital creative for a range of clients. Collaborated with account, strategy, content, and development teams to translate concepts into final deliverables. Created adaptable visual systems that could be extended across multiple channels.

MOSAIC DESIGN CO. — Evanston, IL

Graphic Designer | 2012–2016

Designed print and digital materials for organizations in nonprofit, education, consumer, and professional-services sectors. Supported senior designers with concept development, production, presentation design, and brand implementation.

SELECTED WORK

Brand Refresh & Identity System

Led discovery, concept development, identity design, and core visual-system development for a mid-size organization. Created a flexible system and supporting guidance designed for use across marketing, presentations, and digital channels.

Integrated Campaign Design

Developed creative direction and a coherent visual language for a multi-channel campaign communicating a complex message. Created adaptable components and art direction across digital and print touchpoints.

Product / Digital Experience Redesign

Helped establish clearer visual hierarchy, reusable design patterns, and a more consistent experience across a digital product. Worked with product and content stakeholders to translate user and business needs into practical design decisions.

EDUCATION

Bachelor of Fine Arts in Communication Design — Columbia College Chicago | 2012

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Certified Brand Strategist — Brand Development Institute

Design Systems Workshop

Accessibility for Digital Designers

Facilitation and Creative Critique

PROFESSIONAL APPROACH

I believe strong design should make something easier to understand, easier to use, or easier to remember. My process starts with the problem and the audience, then moves through exploration, refinement, and clear creative rationale. The goal is not simply to make something look good; it is to create a visual system that can work in the real world.

FICTIONAL TEST CLIENT — FOR FIRST MEASURE WORKFLOW TESTING ONLY