

Courtney Summers

GRAPHIC DESIGNER, ARTIST

Portfolio

courtney.works

Email

contact@courtney.works

Experience

Graphic Designer May 2021 - Present

Stream Companies
Malvern, PA

- Ensured 600+ projects met deadlines, were delivered on time, and were in line with the clients' brand & budget.
- Developed visually appealing and effective campaigns across pitch deliverables, direct mail, newsprint, flyers, POP items, email, billboards, social, and web content.
- Maintained integrated campaigns and ran digital automation while troubleshooting all printing and vendor process flows.
- Continually maintained project management and DAM software by creating and monitoring internal and client proofs. Used constructive feedback from directors, and reviewed peer work.
- Follow FTC and state advertising laws, as well as manufacturer co-op, compliance, and brand guidelines. Submitted & documented manufacturer and legal approvals for all.
- Researched and learned new technology, trends, and processes while ideating conceptual work.
- Honed and developed internal creative tools and mentored junior level designers.

Freelance Designer May 2020 - May 2021

- Collaborated with clients to establish direction, concepts, mood boards & visuals
- Produced ideas in accordance with brand assets while working on multiple projects and asking for clarity when needed
- Iterated quickly and translate ideas across various platforms
- Key clients included Beutler Ink, The Marker, LAW Publications, The Keyword

Senior Graphic Designer Aug 2018 - May 2020

Wellness Resource Center
Philadelphia, PA

- Surpassed event participation goals more than 5% through an approachable and cohesive visual identity in event materials
- Partnered with team members to ideate and execute big ideas, including event concepts, product design, and more
- Built and evolved brand illustration styles and asset library to align with core values
- Coordinated workflow to office teams and prepped files for print with external vendors and ensured that specs matched vendor needs

Marketing Intern May 2019 - Aug 2019

Baker Tilly Virchow Krause
Philadelphia, PA

- Executed designs for internal and external email communications, newsletters, and reports
 - Engineered visually powerful decks to convey concepts & objectives to clients
 - Assembled and tracked print campaign collateral while updating databases such as Salesforce
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Education

B.A. in Advertising, Art Direction

Temple University
August 2016 - May 2020

Skills & Software

Photoshop
InDesign
Illustrator
Adobe XD
After Effects
Premier Pro

Photo Retouching & Manipulation
Logo Design
Art Direction
Typography
Branding & Identity
D&D Email Development
Creative Automation