

GLENNACOLE

SKILLS

- Graphic design, layout design
- Illustration, concept art
- Art direction, creative direction, project management
- Digital marketing
 - Email campaigns, ads, social media, copy editing, writing
- Video editing
 - Animation, motion graphics, voice acting, sound design
- 2D animation
- 3D modeling
- Print production
 - Packaging design, quality assurance, tradeshow, printed marketing materials
- UX/UI design

SOFTWARE

Adobe CC Suite, Procreate, Figma, Jira, Monday.com, Asana, Trello, Confluence, HubSpot, Autodesk 3Ds Max, Maya, Mailchimp, Microsoft Suite, Audacity, Procreate Dreams, Toon Boom Animation, Blender, Zbrush, Nomad, Traditional mediums, and more

EDUCATION



2010-2014
Bachelor of Science:
Media Arts & Animation

Awards:

- “Best of Quarter”
- “Outstanding Achievement”
- “Best Portfolio”

VOLUNTEER WORK



“Defender” Volunteer
TooManyGames Convention
June 2022 - Present



Animal Care Volunteer
Briar Bush Nature Center
March 2023 - April 2024

EXPERIENCE

Senior Graphic Designer

DreamLine, April 2024 – Present

- Crafting a cohesive brand identity, designing visually compelling layouts spanning print materials, digital ads, web content, social media, and promotions.
- Collaborating closely with bath and kitchen partners, adhering to their brand identities and standards, as well as collaborating with marketing and sales teams to create tailored marketing materials for major vendors like Lowe's, Home Depot, and Wayfair.

Freelance Graphic Designer

Freelance, September 2014 – Present

- Directed, designed, and edited various creative assets for clients such as: ATARI, Mega Cat Studios, The Frederator Network, Steel City Coffee House & Brewery, Aether Brewing Company, A&M Factory, and many more.
- Utilized the Adobe CC Suite to develop brand and marketing materials. Projects included logo design, product packaging, art direction, quality assurance, and print production.

Senior Creative Director

FIDX (Fiduciary Exchange, LLC), June 2021 – September 2023

- Led the company's comprehensive rebranding initiative, developing a unified visual identity through a detailed style guide. Implemented innovative corporate branding strategies, created visually compelling landing pages, brand kits, and printed materials to enhance market presence and user experience online.
- Oversaw the end-to-end UX/UI design strategy, from wireframes to refined UI elements, ensuring a seamless digital interactive experience across all platforms. Spearheaded and designed an interactive training program for valued partners to better familiarize themselves with our company's product and platform.
- Responsible for directing and delegating marketing design initiatives, ensured projects met quality standards in layout, formatting, accuracy, and industry trends compliance.

Senior Graphic Designer

Allied Wire & Cable, September 2018 – June 2021

- Led the design team in planning, designing, organizing, and delegating tasks for all promotional initiatives, ensuring timely delivery and adherence to high-quality standards.
- Utilizing tools such as the Adobe CC Suite and Figma to produce engaging email campaigns, compelling social media content, cohesive branding kits and print materials.
- Conceptualized and implemented the company's e-commerce site, increasing business, generating revenue, and streamlining the user experience for customers and clients.
- Facilitated strategic direction for both digital and print media campaigns, tailoring content for targeted audiences to maximize engagement among users and stakeholders.

Senior Graphic Designer

ICTV Brands Inc., July 2017 – July 2018

- Led the design and development of social media campaigns, motion graphics, and 3D models of products, collaborating with key stakeholders in quarterly strategic meetings.
- Managed production and editing of commercials for web and TV, emphasizing creative storytelling to boost audience engagement, and created trade show materials displayed internationally across the US, China, Italy, and South America.
- Coordinated the design of detailed, multi-lingual instructional manuals and product packaging, ensuring technical accuracy and maintaining consistent brand design to enhance global user experience and brand perception.

Associate Advertising Production Designer

Unique Ind., March 2015 – July 2017

- Supported the team in product photography, managing lighting and staging for promotional materials, digital advertising, and product mockups.
- Conducted image manipulation, file conversions, print production, and organization of finalized materials. Designed licensed materials for partners including Walmart, Disney, Universal, Nickelodeon, Cartoon Network, Hasbro, Dreamworks, Warner Brothers, NHL, Mattel, and many more.
- Contributed to conceptualization and execution of company's annual catalog collection and advertising campaigns, ensuring high production standards and quality assurance for all printed materials.