

watson

GRAPHIC DESIGN
VISUAL COMMUNICATIONS

Colleen Watson

Graphic Designer | Visual Communicator

mobile/text: 770-773-0292

email: cswatson@mail.com

location: Metro Area - Atlanta, Georgia

portfolio: <https://www.watsongraphicdesign.com>

Kelly Products Inc. | Graphic Designer, Corporate Marketing | 2020-current

Create digital and print design across multiple brands. Includes: ads, brochures, catalogs, postcards, email, sales collateral, social media images, banner ads, posters, direct mail, labels, animated gifs, package design, presentations, promotional pieces, image sourcing, print production, photo editing (with and without AI), photo color correction, digital billboard design, signage, trade show booth design, editable forms, vehicle wrap design.

- Collaborate effectively within marketing team (in-person and virtually); also self-driven with the capability to work autonomously.
- Manage multiple high-priority projects, meeting deadlines without sacrificing quality.
- Maintain adherence to brand standards and ensure consistency across all projects.
- Assist in developing and executing creative ideas across various platforms.
- Proof/edit peer projects.
- Streamline file organization for easier access within marketing team.

Watson Design | Founder, Graphic Designer, Consultant | 2003-2020

Provide multiple clients with graphic design support and consultations. Includes: logo design, marketing collateral, event/trade show booths, menus, brochures, signage, flyers, package design, apparel design, original vector art creation, art recreation, image sourcing, separations for screen printing, ad design, displays, mockups, vehicle wraps, book covers, print production, billboard design, icon designs, direct mail.

- Led all aspects of project life cycles, from concept to delivery, for multiple clients concurrently.
- Detail-oriented with problem-solving approach to design.
- Organize and process invoices, quotes, schedules, and records.

Wellington | Senior Graphic Designer, Corporate Marketing | 1998-2003

Create print ads, brochures, catalogs, package design, promotional pieces, print collateral, digital photography, photo editing and color correction, POP design, planograms, mockups.

- Collaborate with marketing and sales staff, printers, vendors and photographers from initial concepts to final production.
- Worked as the pro tem art director for the marketing department: processing invoices, quotes, job requests; coordinating jobs with freelancers; overseeing final production of jobs; art direction for photo shoots.

Education/Continuing Education:

After Effects CC Masters course - VFX, Motion Graphics, Animation | 2024-2025

UI/UX Design Specialization | Cal Arts | 2024

- Visual Elements of UI Design
- UX Design Fundamentals
- Web Design - Strategy & Information Architecture
- Web Design - Wireframes to Prototypes

Project Management Fundamentals | UGA Continuing Education

Art Institute of Atlanta | Visual Communications | Graduated with honors

Software & related skills:

• Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe Acrobat • Adobe After Effects

Project Management Software: Wrike, Asana

Traditional illustration, vector illustration, color theory, typography, editing, proof reading.

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