

MORGAN SMITH

DESIGN MANAGER

CONTACT

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SUMMARY

Solutions-driven designer specializing in brand evolution, user-centered design, and marketing. With over 14 years of experience, I transform ideas into impactful visual solutions that elevate brand presence, drive engagement, and deliver measurable results for lasting success.

TECHNICAL SKILLS

Digital Illustration
Typography and Layout Design
Video Editing and Photography
Asset Management and Library Organization
Prototyping and Wireframing
Responsive Web and Mobile Design
A/B Testing and Performance Analysis
KPI Tracking for Design Performance
Creative Direction and Strategy
Project Management and Workflow Optimization

SOFT SKILLS

Cross-Functional Collaboration
Leadership and Team Empowerment
Creative Problem-Solving
Communication and Presentation Skills
Time Management and Prioritization
Client Relationship Management
Strong Attention to Detail
Active Listening and Feedback Integration
Emotional Intelligence and Empathy
Adaptability in Fast-Paced Environments

ACHIEVEMENTS

- **VineBrook Homes:** Led strategy and design for email marketing campaigns, driving a **329% increase in overall engagement** over two years.
- **VineBrook Homes:** Mentored a team of four creatives to ensure **brand consistency and drive design innovation**, earning commendations from leadership and recognition as **Employee of the Quarter in 2023**.
- **Fear Free:** Designed social media content that achieved an average engagement of **368 per post**, a **791% increase** compared to the previous average of 42.
- **Connected Horizons:** Produced a YouTube promotional video that garnered **25,000 views** and achieved a **5% click-through rate** within 28 days.

SOFTWARE PROFICIENCIES

DESIGN

Adobe Creative Suite

Figma

Procreate

Wix Editor

WordPress

MARKETING

HubSpot

Constant Contact

Hootsuite

Google for Business

SalesForce Marketing Cloud

WORK MANAGEMENT

SalesForce

Monday

Jira

Notion

Slack

WORK HISTORY

JUN `22 - OCT `24

FEAR FREE

GRAPHIC DESIGNER
Contract/Remote

Marketing Content
Presentation Design
Print & Experiential Design
Form & Document Formatting

DEC `21 - AUG `24

VINEBROOK HOMES

SR GRAPHIC DESIGNER
In-House/Remote

Brand & Marketing Content
UI Design - Web & Mobile
Presentation Design
Print & Experiential Design
Form & Document Formatting
Communications Design
Lead Creative Strategy
Mentor Creative Team Members

AUG `23 - PRESENT

CONNECTED HORIZONS

CREATIVE MANAGER
Contract/Remote

Marketing Content
UI Design - Web
Presentation Design
Editorial Design
Video Editing
Social Media Management

JAN `10 - SEP `24

FREELANCE

GRAPHIC DESIGNER
Remote

Brand & Marketing Content
Presentation Design
Print & Experiential Design
Photography
Digital Illustration

NOV `17 - DEC `21

MAGICK MAGICK

OWNER

Brand & Marketing Content
UI Design - Web
Presentation Design
Print & Experiential Design
Video Editing
Photography
Social Media Management
E-Commerce Management
Communications Design