

Taylor Loftus

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Portfolio Website: taylorjean.co

Signature Skillset

- Synthesize the heart of a brand into captivating designs and intelligently targeted messages
- Immerse into various industries to build connection and shared enthusiasm of brand missions
- Design visuals using Adobe Creative Suite in a proficient workflow and style intrinsic to the client
- Produce inspiring and effective deliverables that exceed expectations within tight timeframes
- Maintain meticulous detail and professional presentation of work from draft to deadline

Programs

Adobe Creative Cloud: Illustrator, InDesign, Photoshop, Premiere Pro. Wix Editor X, Canva, Microsoft Teams, PowerPoint.

Education

Bachelor of Science Strategic Communication

May 2019

Professional Experience

Graphic Design & Brand Specialist

EWISE Communications | Alpharetta, GA

August 2019-Present

- Lead and partner in branding projects such as creating logos, taglines, color palettes, brand standards, photo sourcing, industry research, and content creation
- Create and execute digital and print deliverables such as website designs, wireframes, mockups, video, photography, brochures, trade show booths, postcards, one-pagers, email campaigns, and social media content
- Present harmonized proposals to team and clients with openness to feedback and tactfulness in defending ideas
- Oversee and provide constructive direction to team members regarding design, content, and professional development
- Engage and host in variety of events such as networking sessions, hackathons, large meetings, townhalls, and filming sets

Freelance Graphic Designer

Branding Design | Illustration | Web Design | Social Media Consulting

August 2017-Present

- Define individual & brand identities through consultation and creation of logos, websites, and graphics
- Assist businesses in defining their company presence through cohesive identity systems
- Website design and development of creative direction, design, functionality, UX, and practical implementation of SEO
- Content creation of print and web campaigns for organizations to market professionally and maximize profitability

Marketing Specialist

Mbo'Wam | Atlanta, GA

May 2019-August 2019

- Custom design for 20+ page website using Wix and light coding familiarity
- Communicate brand messages through interactive web page experience and infographics
- Collaborate with team members across multiple departments to ensure brand consistency
- Design booklet and various print materials for in-unit reference guides

Graduate and Commuter Assistant

October 2017-May 2019

Liberty University | Office of Student Life | Lynchburg, VA

- Host a variety of events to provide networking opportunities for faculty and students (Tailgates, Educational Seminar, Student Engagement Events)
- Collaborate with internal university departments to provide optimal student experiences
- Promote university events and opportunities for community engagement