

PARKER MYERS

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OBJECTIVES

Seeking an opportunity to leverage my proven experience in graphic design and creative direction to support organizational strategic growth

EXPERIENCE

Children's Miracle Network Hospitals

Social Media Designer, contract | February 2024 - present

- + Created social content for CMNH as well as three associated sub-brands (Miracle Network Dance Marathon, Extra Life, and Play Yellow) across Facebook, Instagram, LinkedIn, and X, with combined accounts totaling over 1M followers
- + Maintained unique brand standards across all four brands while cultivating a consistent voice across all platforms

Forrester

Senior Graphic Designer / Manager | January 2023 - March 2024

- + Led a consulting-wide rebrand of core templates in collaboration with the marketing and research teams to ensure consistency across all previously-siloed Forrester products
- + Worked with digital production team to conduct a design audit of all digital assets
 - + Used HTML & CSS experience to collaborate with a third-party development company and provide meaningful revisions
- + Worked with teams at Microsoft, Google, IBM, Dell, Cisco, Intel and Salesforce to develop attention-grabbing infographics, social graphics, and research reports to use in their content marketing
- + Led team expansion from three members to five as the team
 - + Developed and organized onboarding curriculum and documentation
 - + Focused on individual development of team members through weekly check-ins, collaborative team calls, goal-setting, and annual performance reviews

Senior Graphic Designer / Team Lead | July 2021 - January 2023

- + Worked to develop team's talent and culture of collaboration through design-focused critiques and reviews of current work
- + Developed and implemented a comprehensive library of design templates, documentation, and resources, streamlining workflows and ensuring brand consistency
- + Created new Consulting-branded/owned visual assets

- + Successfully transitioned the team from consulting-reporting to a larger digital production group within the company

Senior Graphic Designer | January 2020 - July 2021

- + Collaborated with stakeholders to identify and address design weaknesses across content marketing materials
- + Continually examined and refined internal production processes
- + Lead efforts to redesign the entire content marketing and strategy deliverable portfolios
 - + Focused on improving clarity of reading, conciseness of data visualization, and overall visual impact

Graphic Designer | July 2018 - January 2020

- + Managed and fulfilled a queue of client-facing design work
- + Aided with the hiring, training, and development of two associate level graphic designers

Production Associate | May 2017 - July 2018

- + Assisted with the design, development, and fulfillment of a production queue for Consultants (research reports, custom content marketing assets, social content, and sales presentations)

G/O Digital Marketing

Web Designer | August 2015 - April 2017

- + Built websites for a variety of small business clients utilizing HTML, CSS knowledge to customize templated website solutions
- + Deployed templated website solutions using knowledge of DNS and web hosting/domains
- + Designed wireframes and mockups for custom web design offering

SOFTWARE + SKILLS

- + Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- + Mac OS X, Windows
- + Microsoft Office Suite, Google Workspace
- + HTML & CSS
- + Responsive web design
- + Data visualization

EDUCATION

Indiana University, 2014

- + Bachelor of Arts, Journalism
- + Minor, Graphic Design