

# watson

GRAPHIC DESIGN  
VISUAL COMMUNICATIONS

**Colleen Watson**

**Graphic Designer | Visual Communicator**

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email: cswatson@mail.com

location: Metro Area Atlanta, Georgia

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

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

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Create digital and print design across multiple brands. Includes: ads, brochures, catalogs, postcards, email design, sales collateral, social media images, blog images, banner ads, posters, labels, animated gifs, package design, presentations, promotional pieces, 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 | Freelance Graphic Designer & Graphic Design Consultant | 2003-2020**

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Main clients include: American Reprographics Corporation, Atlanta Ink, Branding Hawk, 3 Buck Threads, Fairmont Press, Southern Metalcraft, Bluehound Printing, Sweater Hound, Byrd Printing Company, Ribbity Ribbitz Embroidery, Giles Creative Group, Hothead Studios.

Provide 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, separations for screen printing, ad design, displays, mockups, vehicle wraps, book covers, print production, billboard design, icon designs, direct mail.

- Collaborate effectively with a wide variety of clients.
- Manage multiple high-priority projects, meeting deadlines without sacrificing quality.
- Detail-oriented with problem-solving approach to design.
- Organize and process invoices, quotes, schedules, and records.

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

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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.
- In June 2001, began working 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.
- Clients include: Wal-Mart, Target, K-Mart, Ace Hardware, Home Depot, Sam's, Lowes, Menards.

## Hood Packaging | Graphic Designer, Package Design and Production | 1993-1998

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Create, edit, and trap digital files for flexible packaging; output separations/film.

- Compiled a standards manual as reference for art department staff. Includes editing and drafting numerous documents pertaining to the flexographic printing process, specific vendor information, production standards, etc.
- Assisted in training employees for art coordinator position.

## Education/Continuing Education:

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After Effects CC Masters - VFX, Motion Graphics, Animation  
(projected class completion date: Nov/Dec 2024)

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

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Acrobat  
Adobe After Effects

Project Management Fundamentals | UGA Continuing Education | 2023

PM Software:  
Wrike

Art Institute of Atlanta | Visual Communications | Graduated with honors

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