



# JAMIE WELSTED

## GRAPHIC DESIGNER

### PROFESSIONAL SUMMARY

Detail-oriented Graphic Designer with a strong work ethic and proven ability to manage creative projects for high-profile clients. Skilled in crafting brand identities, overseeing catalog production from concept to delivery, and serving diverse industries. With over 30 years leading creative teams and delivering top-tier work, **I seek a Senior Graphic Designer or Creative Director role in a remote environment to enhance a talented team.**

### PROFESSIONAL EXPERIENCE

#### CREATIVE DIRECTOR | SR. GRAPHIC DESIGNER THE ADVANTAGE CO | JAN 1995 - PRESENT

- Set quality standards and directed daily operations, fostering collaboration via team meetings to create actionable plans, ensuring all projects gained approval.
- Provided direction and supervision for team members with a hands-on approach, consistently meeting deadlines through a dedicated team effort.
- Collaborated with the dev team in an energetic environment to meet objectives and deliver impactful campaigns aligning with branding standards.
- Designed innovative branding materials, marketing collateral, and digital assets for UGA MarketPlace, doubling user registrations in the past three months.
- Spearheaded creative development for promotional assets (presentations, email templates, social media graphics) and oversaw the annual Advantage Co catalog, generating over \$800k in ad revenue in its final year.
- Mentored junior designers, enhancing team productivity and creative output through streamlined workflows and training.

### SKILLS

#### Design Software

Adobe Creative Cloud  
[Illustrator, InDesign, Photoshop]  
Lovable [AI App Builder]

#### Dev and Productivity Tools

Visual Studio Code + Copilot  
Google Workspace  
[Docs, Sheets, Slides, Vids]  
AI Video & Presentation Tools  
[Synthesia, HeyGen, Runway,  
VEED, Pika, ElevenLabs]  
Klaviyo, Stripo

#### Core Competencies

Branding  
Typography  
UI/UX Design  
Catalog Production  
Marketing Collateral  
Production Processes  
Digital Advertising

#### Soft Skills

Team Leadership  
Client Communication  
Project Management  
Creative Strategy  
Quick Conceptualization  
Ability to Handle Multiple  
Projects and Meet Deadlines

### PORTFOLIO

JAMIEWELSTED.COM

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