

GLENNACOLE

SKILLS

- Graphic design, layout design
- Illustration, concept art
- Art direction, creative direction, project management
- Digital marketing
 - Email campaigns, ads, social media, copy editing, writing
- Video editing
 - Animation, motion graphics, voice acting, sound design
- 2D animation
- 3D modeling
- Print production
 - Packaging design, quality assurance, tradeshow, printed marketing materials
- UX/UI design

SOFTWARE

Adobe CC Suite, Procreate, Figma, Jira, Monday.com, Asana, Trello, Confluence, HubSpot, Autodesk 3Ds Max, Maya, Mailchimp, Microsoft Suite, Audacity, Procreate Dreams, Toon Boom Animation, Blender, Zbrush, Nomad, Traditional mediums, and more

EDUCATION



2010-2014
Bachelor of Science:
Media Arts & Animation

Awards:

- “Best of Quarter”
- “Outstanding Achievement”
- “Best Portfolio”

VOLUNTEER WORK



“Defender” Volunteer
TooManyGames Convention
June 2022 - Present



Animal Care Volunteer
Briar Bush Nature Center
March 2023 - Present

EXPERIENCE

Creative Director & Designer

Freelance, September 2014 – Present

- Conceptualized, designed, and edited various creative assets for clients, such as *ATARI, Mega Cat Studios, The Frederator Network, Steel City Coffee House & Brewery, Aether Brewing Company, A&M Factory, Brand Street Market*, and many more

Senior Creative Director

FIDX (Fiduciary Exchange, LLC), June 2021 – September 2023

- Spearheaded the company rebranding initiative, from conceptualization to execution, crafting a comprehensive style guide that unified the company's visual identity
- Implemented innovative corporate branding strategies to craft visually compelling landing pages, brand kits, and printed materials to elevate the company's market presence while enhancing user experience across various online platforms
- Led the end-to-end development of the company's overall UX/UI design strategy, building wireframes and refining UI elements to create a seamless, cohesive digital interactive experience for users across all digital touchpoints
- Responsible for direction, planning, and delegation of all marketing and design initiatives, ensuring projects met high-quality standards in layout, formatting, accuracy, and compliance, utilizing knowledge of industry trends and design expertise

Senior Graphic Designer

Allied Wire & Cable, September 2018 – June 2021

- Led the marketing team in the conceptualization and execution of all promotional initiatives, including the planning, designing, organizing, and delegating tasks, ensuring timely delivery and adherence to the highest quality standards
- Produced and delivered engaging email campaigns, compelling social media content, and effective landing pages, along with cohesive branding kits and print materials, leveraging tools like Adobe XD and Figma for wireframing, refining UI elements to enhance the company's digital footprint and web design
- Demonstrated exceptional leadership to facilitate the creation and strategic direction of both digital and print media campaigns, tailoring content to resonate with targeted audiences and achieve optimal engagement among users and stakeholders

Senior Graphic Designer

ICTV Brands Inc., July 2017 – July 2018

- Drove the design and development of the company's brand experience across social media, motion graphics, and 3D models of physical beauty products while collaborating with key company stakeholders at quarterly strategic meetings
- Controlled the production and editing of commercials for web and television, focusing on creative storytelling to enhance audience engagement, as well as developing trade show materials to be showcased across the US, China, Italy, and South America
- Coordinated the design of detailed, multi-lingual instructional manuals and product packaging, blending technical accuracy with consistent brand design to create a positive user experience and brand perception on a global scale

Associate Advertising Production Designer

Unique Ind., March 2015 – July 2017

- Worked extensively with licensed product design for clients, such as Walmart, Disney, Universal, Nickelodeon, Cartoon Network, Hasbro, Dreamworks, Warner Brothers, NHL, Mattel, and others
- Supported the team in product photography, including lighting and staging, for promotional materials, digital advertising, and product mockups. Tasked with image manipulation, file conversions, print production, and organization of finalized materials
- Contributed to the conceptualization and execution of the Unique Industries' annual catalog collection and various advertising campaigns, ensuring the production and quality assurance of all printed materials