

Devon McChristy

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ADVANCED SOFTWARE SKILLS

Adobe Creative Suite
Figma
Google Workspace
Microsoft Office Suite
Wordpress

DEGREES & CERTIFICATIONS

Bachelor of Arts Degree
Minor in English Grammar
Adobe InDesign
IBM, Applied AI Professional (IP)
Teaching English as a Foreign
Language (TEFL)

CONTINUED EDUCATION

Advanced Adobe InDesign
Advanced Adobe Photoshop
Annual Adobe Max Conference
Fundamentals of Layouts for
Print Production & Web Design
IBM, Generative AI
Microsoft Office Suite
Structure of American English
Web Design for Business

PROFESSIONAL EXPERIENCE

Brand Design (Digital & Print)
Brand Strategy & Development
Collateral Design
Digital Design & Marketing
Email Marketing Campaigns
Large-Format Print Design
Marketing Management
Photo Editing & Retouching
Presentation Design
Print Design & Production
Project Management
Social Media Graphics
Typography & Composition
Video Editing
Web Development (HTML, CSS)

BRAND DEVELOPER & GRAPHIC DESIGNER

BrandR, Remote (2016–2020) (2023–Present)

- Designed logos, collateral, social media campaigns, & presentations
- Led end-to-end branding initiatives, including strategy development, visual identity creation, & campaigns to drive engagement
- Produced printed brochures & large-format signs for special events
- Web Development & Web Administration (HTML, CSS, JavaScript)
- Stayed ahead of industry & design trends with extensive research & applied innovative techniques to enhance brand engagement

SR. MARKETING COORDINATOR & GRAPHIC DESIGNER

Sillman, Remote (2020–2024)

- Developed new brand identity to differentiate from competition
- Produced printed brochures, ads, proposals, & large-format signs
- Designed digital content for social media, email, ads, & website
- Streamlined deadline driven projects by creating phased tasks with workable timelines for team, including cross-functional teams
- Crafted compelling strategies to win competitive multi-million dollar projects, which included extensive research & competitor analysis
- Implemented new marketing processes to vastly improve efficiency
- Web development & web administration utilizing Wordpress
- Utilized Adobe Premiere Pro to edit & produce project videos

MARKETING COORDINATOR & GRAPHIC DESIGNER

SGPA Architecture & Planning, California (2017–2020)

- Utilized advanced Adobe Creative Suite skills to design visually striking marketing materials, aligning with brand objectives
- Designed detailed reports, brochures, proposals, & general collateral
- Managed deadline-driven project logistics, design, & strategic message for cross-functional teams from concept to delivery
- Prepared large-format signs, brochures, & collateral for conferences
- Implemented new organization of data system to streamline projects
- Produced strategic ads, storytelling graphics, & unique infographics
- Created presentation pitch decks & developed the creative vision

MARKETING COORDINATOR & GRAPHIC DESIGNER

Safdie Rabines Architects, California (2015–2016)

- Successfully delivered complex projects with overlapping deadlines
- Created visually compelling high-quality print & digital designs to elevate the brand & deeply resonate with unique target audiences
- Developed new brand identity, ensuring consistency across all marketing materials (such as: collateral, proposals, & website)
- Designed large-format printing projects that aligned with the brand