

Giselle White

Art Director | Senior Graphic Designer | Integrated Campaigns | Brand Systems | Events

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SUMMARY

Senior Graphic Designer with 10+ years of experience, crafting cohesive brand identities, and delivering enterprise-level creative across digital, print, presentations, social media, web and event platforms. Experience supporting global conferences, integrated marketing campaigns, and Fortune 500 brands, while working with cross-functional teams and leadership. Brings a holistic design perspective spanning graphic design, web development, branding, marketing communications, photography, and visual storytelling. Approaches every project with strategic insight, creative excellence and attention to detail, from concept to final delivery. Known for being collaborative, dependable, and thoughtful: Someone teams rely on to translate complex ideas into clear, engaging, customer-facing visuals that serve both brand and audience. Built a reputation for consistently exceeding client expectations. **Trusted to bring clarity, consistency, and care to every stage of the design process.**

EXPERIENCE

ART DIRECTOR & SENIOR DESIGNER

WEBPHOTOGRAPHIX DESIGN STUDIO – Columbus, OH *(Remote)*

May 2014 – May 2021 *(Fulltime)* and **February 2024 – Present** *(Part-time, Project-based)*

- Provide graphic design, photography, and web development services to startups, small businesses, and early-stage companies, consistently delivering creative solutions that exceed client expectations.
- Develop visual communication solutions for clients across healthcare, finance, education, technology, automotive, nonprofit, and corporate sectors, strengthening brand messaging through thoughtful, audience-focused design.
- Elevated brands, increased engagement, and improved product visibility by developing integrated marketing campaigns, brochures, websites, presentations, signage, corporate and event branding, print, and digital assets.
- Translate business goals into cohesive, high-quality design solutions emphasizing clarity, usability, and brand consistency.
- Lead brand creation and evolution, building scalable visual systems across digital, print, presentation, social, and event channels.
- Actively explore AI-assisted creative workflows and generative image tools to accelerate concept development, image generation, visual refinement and storytelling.
- Build long-term client relationships through reliability, clear communication, targeted design, and high-quality work.
- Collaborate with clients, freelance designers, developers, copywriters, photographers, and media specialists to deliver polished, marketing-driven creative solutions.

GRAPHIC DESIGN MANAGER

STAFFING INDUSTRY ANALYSTS (SIA) – Mountain View, CA *(Remote)*

May 2021 - October 2023

- Led high-volume design production for a global B2B organization serving Fortune 500 audiences, ensuring timely delivery.
- Produced executive-level creative supporting six large-scale conferences annually (4 regional and 2 global), including event branding, signage, presentations, websites, social media graphics, email campaigns, print materials, and marketing collateral.
- Partnered with marketing, editorial, digital, research, and strategy teams to strengthen brand messaging and deliver unified communications across multiple channels.
- Designed across dual brand environments, balancing high-energy conference branding with executive-level corporate communications while maintaining consistency and visual excellence.
- Translated complex information, research, and business insights into accessible visual narratives that strengthened creative direction and audience engagement.
- Supported simultaneous regional and global initiatives, delivering high-volume, brand-aligned creative in a fast-paced, agency-style environment with shifting priorities and rapid turnaround times.
- Streamlined workflow and improved visual consistency by building repeatable templates and production systems.
- Ensured consistency, quality, and alignment with design standards and creative briefs by managing junior designers and providing direction, mentorship, and performance feedback.

ART DIRECTOR & SENIOR DESIGNER

KRAM & ASSOCIATES MARKETING SOLUTIONS – Columbus, OH (Remote)

June 2012 – May 2021 (Project-based)

- Designed integrated marketing campaigns for national brands including Honda and Kroger, as well as regional organizations including The Columbus Chamber, Ohio Department of Health, OETC, and DHDC Engineering), increasing brand awareness.
- Created pitch decks, print and digital graphics, social media content, advertising, and campaign assets that strengthened brand messaging and engaged diverse target audiences.
- Supported strategic marketing goals by balancing art direction with hands-on design, delivering production-ready creative.
- Partnered with cross-functional teams, to develop cohesive visual assets, memorable events, and user experiences.
- Ensured consistent brand messaging by collaborating with internal and external stakeholders, vendors, and media partners.

SENIOR GRAPHIC DESIGNER

OHIO DEPARTMENT OF HEALTH – Columbus, OH (Onsite)

June 2016 – January 2017 (Full-time, Short-term Contract)

- Produced visually engaging healthcare collateral and event materials by partnering with cross-functional teams.
- Improved public understanding by translating complex healthcare data into accessible visual communications.
- Delivered accurate, production-ready files in a high-accountability environment, meeting tight deadlines.
- Ensured compliance by providing digital and print materials aligned to regulatory standards.

FRONT-END WEB DEVELOPER & GRAPHIC DESIGNER

COLUMBUS STATE COMMUNITY COLLEGE (CSCC) – Columbus, OH (Onsite)

June 2007 - March 2013

- Provided cohesive web design and front-end development that contributed to a 25% improvement in student retention through stronger user experience and unified digital communications.
- Increased website traffic and student enrollment by 65% by developing innovative web, print, and marketing materials.
- Photographed campus events, retouched images in Photoshop, and prepared photography for digital and print marketing.
- Created motion graphics and multimedia to enhance brand messaging, student outreach, and marketing communications.

APPLE RETAIL SPECIALIST

APPLE – Columbus, OH | July 2025 – January 2026 (Onsite, Part-time, Seasonal)

- Served as a brand ambassador by translating Apple products, services, and technology into personalized solutions that strengthened customer trust, brand loyalty, and long-term customer relationships.
- Translated complex information into clear solutions in a fast-paced retail environment, improving customer understanding.
- Maintained competitive edge by staying informed on industry trends, digital innovation, and emerging creative tools.
- Collaborated with diverse, cross-functional teams, strengthening communication, adaptability, and brand fluency.

EDUCATION

Bachelor of Fine Arts (BFA), Advertising & Graphic Design – Columbus College of Art & Design.

Bachelor of Fine Arts (BFA), Photography (Media Studies) – Columbus College of Art & Design.

Bachelor of Arts (BA), English Literature – The University of the West Indies.

TOOLS & TECHNOLOGIES

Design, Production & Presentation: Adobe Creative Suite (Photoshop, InDesign, Illustrator), PowerPoint, Word and MailChimp.

Project Management & Collaboration: Asana, Microsoft Teams, Zoom.

Web: HTML, CSS, Dreamweaver, WordPress, Figma, Adobe XD.

AI Tools: ChatGPT, Claude, Adobe Firefly, Leonardo AI, Seedream AI, Flux 2.0, Remini AI, Nano Banana, Playground, Runway.

CORE SKILLS

Art Direction & Creative Leadership | Brand Identity & Visual Systems | Integrated Campaign Development | Cross-Channel Marketing Design (Digital, Print, Events) | Enterprise & B2B Communications | Visual Storytelling | Presentation & Template Design | Web Development & UI/UX Design | Photography & Image Retouching | Cross-Functional Collaboration | Client & Stakeholder Engagement | Conference & Event Branding | Typography, Color & Layout | Creative Strategy & Concept Development | Brand Storytelling | Motion Graphics | AI-Assisted Creative Workflows.