

Emma Rossi

Graphic Designer

emma@example.com Chicago, IL

SUMMARY

Graphic designer with 5 years in brand and digital design. Rebranded a 40-location retail chain and produce campaign assets that have lifted ad click-through by up to 35%.

EXPERIENCE

Senior Graphic Designer

2022 — Present

UrbanMart

- Led the rebrand of a 40-store retail chain: logo, signage, packaging and a 60-page brand book.
- Redesigned ad creative templates, lifting average click-through rate by 35%.
- Produced 300+ assets a quarter for social, email and print on deadline.
- Built a Figma component library that cut design turnaround from 3 days to 1.
- Managed print production with 5 vendors, keeping reprints under 1%.

Designer

2020 — 2022

Pixel Studio

- 300+ assets per quarter

SKILLS

Adobe Illustrator

Photoshop

InDesign

Figma

Brand identity

Typography

Motion basics

Print production

EDUCATION

BA Graphic Design