

CELIA SWETLAND

Senior Graphic & Visual Designer

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ABOUT ME

Experienced Senior Designer with a demonstrated history of working in Digital Marketing, Social Media, and Visual Design. Skilled in Adobe Illustrator, Adobe Photoshop, Adobe InDesign and Figma with a strong background in brand identity, project management, and user experience design. A knowledgeable design professional with an Advertising & Graphic Design Degree, BFA from Columbus College of Art & Design. Currently working towards getting my UX Design Certificate through Google!

EDUCATION

Columbus College of Art & Design

Bachelor's Degree,
Advertising & Graphic Design

UX Design Certificate

Completed through Google

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- Figma
- Interactive Design
- Visual Design
- Print Design
- Digital Design
- UX/UI Design
- User Experience Design
- User Interaction Design
- Leadership Experience
- Content Management System (CMS)
- Digital Marketing
- Design Strategy
- Product Branding
- Product Design
- Project Management
- Prototypes
- Wireframes
- UX Research
- UX Writing
- Typography

WORK EXPERIENCE

RevLocal Granville, OH

Lead Senior Graphic Designer Sept 2021 - Aug 2023

- Managed a team while meeting the daily deadlines, organized incoming request, and worked to create new content ideas to support retention to help contribute to the company goal of 30% growth.
- Created 15+ pages on our CMS monthly. Designed user interface landing pages while staying current with RevLocal's brand identity, and researching new design trends. My role while creating pages was to write for UX and edit any content needed - plus having interaction, visual, and motion design top of mind always.
- Problem solve and execute strategy for quarterly campaigns to drive traffic to the landing page to obtain new leads. Making sure the campaigns are user-centric, and tell the story of what the product provides.
- Led a \$20K budget for marketing products and swag while working with vendors, and printers.
- Increase social media engagement metrics MoM with design and content strategy, contributed eye-catching social graphics to grow our Facebook and Instagram reach.

RevLocal Granville, OH

Senior Graphic Designer Aug 2019 - Sept 2021

- Designed monthly resources and 10+ blog graphics per month for RevLocal blog, which contributed to 50% of our site traffic.
- Prepped and migrated content to a new CMS platform. This included learning the system, creating landing pages, loading content onto pages, and redesigning the website layout.
- Managed a team while delegating tasks and giving feedback on projects. Worked cross-functionally with departments to create innovative ideas for RevLocal advertising.

RevLocal Granville, OH

Graphic Designer April 2017 - Aug 2019

- Created 14+ promotional, educational, and informational graphics per month for all of the RevLocal social platforms.
- Generated monthly resource materials such as infographics and guides for internal and external use.
- Designed email headers and static graphics for multiple work flows that included 20K+ mailing list members.

WD Partners Dublin, OH

Marketing Design Intern Oct 2016 - April 2017

- Planned monthly content calendars for WD Partners social platforms. Designed graphics, wrote captions, and generated engagement on all social channels.
- Designed business development and marketing department presentation decks for events, and client meetings.
- Executed paid social media campaigns on LinkedIn, targeting 7K viewers.