

ROBERT GEORGE

Senior Graphic & Brand Designer

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Toms River, NJ

PORTFOLIO WEBSITE & SOCIAL

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SUMMARY

Dynamic Senior Graphic & Brand Designer with 5 years of experience in creating impactful visual identities and marketing materials. Expert in Adobe Creative Cloud, typography, and layout, with a strong track record of enhancing brand visibility for diverse clients across New Jersey and other states. Led multiple projects to successful completion, optimizing workflows and ensuring alignment with strategic goals. Eager to leverage unique design skills to drive innovative branding solutions and elevate client marketing initiatives.

WORK EXPERIENCE

Senior Graphic & Brand Designer, COLOSSUS MEDIA GROUP / SUDS DIGITAL, Eatontown, NJ, United States

02/2021 – Present

- Designs print and digital marketing and advertising materials for local mom-and-pop shops and franchises across New Jersey.
- Creates and evolves brand identities for businesses locally and nationwide.
- Develops integrated design assets across digital and print mediums to support client marketing campaigns.
- Collaborates directly with clients, marketing, and development teams
- Presents concepts, manages feedback, and ensures alignment with strategic goals.
- Oversees multiple projects simultaneously, manages timelines, and coordinates junior designers to deliver on-time, on-brand results.
- Streamlines internal design workflows and processes to enhance efficiency and maintain consistency across projects.
- Maintains a keen awareness of industry trends, competitor branding, and design best practices to inform creative direction and foster innovation.

Computer Lab Assistant, MONTCLAIR STATE UNIVERSITY, Montclair, NJ, United States

01/2019 – 03/2020

- Assisted students in the visual communication design program with Adobe applications, printers, and studio tools.
- Ensured cleanliness and organization of the studio and computer stations.
- Monitored student activities within the lab to maintain a productive environment.

EDUCATION

BFA Visual Communication Design

MONTCLAIR STATE UNIVERSITY

Montclair, NJ, United States

09/2018 – 05/2021

GPA: 3.538

Associates in Liberal Arts

OCEAN COUNTY COLLEGE

Toms River, NJ, United States

09/2016 – 05/2018

GPA: 3.75

SKILLS

Typography, Layout & Composition, Color Theory, Adobe Creative Cloud, Illustrator, Photoshop, InDesign, After Effects, Figma, Google Workspace, Monday.com, Slack, Windows/IOS, Notion, Chat GPT, Creative Thinker, Strong Collaborator, Strategic Planner, Detail-Oriented, Deadline-Oriented, Works With Clients, Adaptable

INTERESTS

Brand Identity Design, Logo Creation, Social Media , Print & Digital Media, Advertising, Package Design, UI Design, AI Integrations, Project Management