

Judie Taylor

Senior Graphic Designer

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judietaylor.com

Education

Savannah College of Art & Design — 2018

BFA (Graduated Magna Cum Laude)

Major: Graphic Design

Minors: Advertising, Film & Television

Nash Community College — 2015

AAS (Graduated Phi Theta Kappa)

Focus: Advertising & Graphic Design

Skills

Design

Brand Identity

Print & Digital Design

Large-Format Graphics

Typography & Layout

Photo/Video Editing

Marketing

Brand Standards

Campaign Development

Visual Storytelling

Cross-Functional Collaboration

Template Development

Operations

Print Production

Vendor Coordination

Project Management

Tools

Adobe Creative Cloud

Canva

Microsoft 365

Asana

AI-Tools

About

Senior Graphic Designer with 8+ years of experience in marketing and communications, creating strategic print and digital materials that strengthen brand identity and engagement. Skilled in multi-platform campaign execution and cohesive visual systems, with a strong track record of collaboration, organization, and managing multiple projects while maintaining brand consistency.

Experience

NC Wesleyan University — Current

Senior Graphic Designer (July 2025 - Current)

Graphic Designer (June 2022 - July 2025)

Responsible for developing and executing strategic print and digital marketing materials that communicate the University's brand, mission, and value across multiple platforms. Leads creative projects that reinforce and evolve the University's visual identity, collaborating with departments campus-wide to deliver cohesive, engaging design solutions that support recruitment, communications, and institutional initiatives.

Magnolia Collective — 2025

Freelance Graphic Designer (February 2023 - May 2025)

Ongoing collaboration with clients and lead planner to produce personalized and memorable wedding materials, including event signage and programs.

Vida Shoes International — 2025

Freelance Graphic Designer (October 2024 - January 2025)

Contracted to design triggered emails, promotional emails, and site assets to support Vida's acquisition and brand revival of Aquatalia.

Vida Shoes International — 2023

Freelance Graphic Designer (May - November 2023)

Responsible for designing triggered email templates to support Stride Rite's email program with Bluecore.

Four Seasons Contractors — 2023

Freelance Graphic Designer (March - May 2023)

Tasked with creating a branded video for the company's New Homeowner's Warranty Guide.

Vida Shoes International — 2022

Marketing Graphic Designer (February 2021 - May 2022)

Jr. Marketing Graphic Designer (April 2019 - February 2021)

Responsible for creating eye-catching print materials, package designs, and digital assets for renowned children's brands including Stride Rite, Carter's, and OshKosh B'gosh. Played a role in establishing branding strategies for new product/campaign launches and provided branded assets for pitch decks.

Dakota (Feature Film) — 2018

Freelance Graphic Designer (November - December 2018)

Collaborated with the director/editor to create the opening title sequence and end credits of the film, as well as a promotional poster for film festivals.