

Jo Bohlen | Senior Graphic Designer & Marketing Professional

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Senior Graphic Designer & Marketing Professional with over 14 years of experience in design, now transitioning into a proposal/marketing specialist role. Creative background in both agency and in-house environments. A multifaceted designer with a strong understanding of typography, branding, design principles and a love of InDesign. Understands how to translate ideas into print and digital deliverables. Collaborative and works well on cross functional teams to ensure projects are delivered on time, on budget, and meet expectations.

PORTFOLIO: bohlendesigns.com

EDUCATION: BA in Art, Media & Design (2011), DePaul University, Chicago, Illinois

EXPERIENCE:

Senior Graphic Designer | Stratus Surfaces | July 2024 – Present | Austin, TX

- Designs and produces high-quality visual assets, including print and digital materials such as brochures, social media graphics, signage, ads and emails. Regularly updates and maintains the company's WordPress website, including content and images. Maintains brand consistency across all marketing materials and channels, ensuring a cohesive and recognizable brand identity.
- Prepares design files for print production, ensuring all specifications are met for color accuracy, resolution, and layout. Sources quotes and coordinates with printers to ensure quality and timely production of marketing materials.
- Collaborates with employees across multiple locations to create custom design materials, providing regular updates and tracking project progress to ensure timely delivery.

Graphic Designer | Rodeo Austin | August 2023 – July 2024 | Austin, TX

- Responsible for supporting all areas of Rodeo Austin's marketing, promotional and community engagement initiatives including brand development campaigns, event advertising campaigns, content development, digital/social graphics, event experience creative materials and communications assets.
- Collaborated with the marketing team to craft and implement cohesive, creative designs that attain Rodeo Austin's goals for brand awareness and consumer engagement, simultaneously contributing to revenue generation.
- Managed, designed, and executed the Rodeo Austin email marketing plan, overseeing the comprehensive strategy and execution of email campaigns.

Freelance Graphic Designer | SAM Companies | February 2023 – August 2023 | Austin, TX

- Utilizing Adobe Creative Cloud programs such as InDesign, Illustrator and Photoshop, developed and designed innovative graphic design solutions for a variety of projects including branding for a new employee wellness program, social media content, quarterly employee newsletters, print ads, sell sheets and other print materials.
- Collaborated with the marketing team to understand their vision and translated their ideas into visually compelling designs.

Graphic Designer | Architectural Surfaces | September 2021 – June 2023 | Austin, TX

- Independently led and owned creative assignments with limited guidance and worked with outside vendors and printers to produce new ideas for company branding, promotional campaigns and marketing communications.
- Worked closely with marketing manager to create and implement social media campaigns and advertising across multiple platforms.
- Designed brochures, ads, editorial content, presentations, event collateral, social media graphics, promotional displays, signage, email marketing, packaging, web design and other online communications using Adobe Creative Suite (InDesign, Photoshop, Illustrator, Bridge), Mailchimp and Wordpress.
- Responsible for updating company website by adding products, keywords for SEO, and copy. Prepared final print-ready files to send to production. Reviewed employee projects for consistent branding and identity.

Graphic Designer | McCombs School of Business, The University of Texas at Austin | February 2021 – September 2021 | Austin, TX

- Developed and brought to life designs for both print and digital mediums, showcasing a versatile skill set in executing creative concepts.
- Fostered a cohesive brand identity by working closely with college colleagues, ensuring a powerful visual strategy that accurately represented the University's core values. Assisted the Art Director in integrating an efficient project management system using Asana, streamlining workflow and maximizing productivity.
- Conceptualized, designed, and produced deliverables such as catalogs, sell sheets, emails, social media graphics, signage, trade show materials, blogs and branded merchandise.

Graphic Designer III | California State University, Dominguez Hills | January 2020 – February 2021 | Carson, CA

- Worked with in-house clients to determine project scope, budget and deliverables. Advised CSUDH staff in developing materials that met their communications and marketing needs, while ensuring they adhere to style and branding guidelines.
- Supported staff on campus through concept development, design refinement, branding cohesion, production oversight, printing supervision, and meticulous quality control. Demonstrated dynamic presentation skills by conducting brand training webinars and actively maintaining the CSUDH branding website to reflect latest updates and developments.

Graphic Designer II | California State University, Office of the Chancellor | May 2016 – January 2020 | Long Beach, CA

- Designed a variety of communication materials, print and digital, to meet the diverse marketing needs of The California State University system and met with stakeholders to strategize their communication goals and provide direction on the most effective techniques to best meet their needs.
- Led traffic meetings with internal team and created a process for project management in Workzone.
- Assumed a leadership role in guiding and mentoring junior staff, overseeing the coordination of graphic design projects, managing budgets, delegating tasks, and establishing production schedules.
- Collaborated with communications team on developing strategy, creative concepts and designs for marketing initiatives. Produced graphics and layouts for deliverables such as multi-page reports, books, brochures, posters, events, promo items, social media posts, flyers, etc.

Manager of Creative Services | DRS and Associates | June 2013 – May 2016 | North Hollywood, CA

- Exhibited strong project management skills within the Creative Services team, proficiently setting deadlines and organizing tasks using Basecamp to ensure timely and efficient project execution.
- Promoted collaborative relationships with multiple clients, meticulously adhering to their unique branding guidelines to deliver cohesive and impactful visual solutions.
- Assumed a mentorship role, providing valuable feedback and guidance to associate-level members of the creative team, nurturing their professional growth and development.
- Designed various collateral items such as postcards, brochures, press kits, posters, newsletters, emails, social media posts, and blog imagery. Updated client websites through CMS. Conceptualized and designed advertising campaigns.

Marketing Assistant | Capstone Turbine | September 2012 – July 2013 | Chatsworth, CA

- Designed high-quality print collateral including data sheets, case studies, and brochures and created graphics for trade shows and other events.
- Illustrated proficiency in updating and maintaining the company website using a content management system (CMS), ensuring the online presence was current and engaging for the target audience.
- Communicated with vendors, obtaining quotes, negotiating pricing, and managing budgets, while efficiently fulfilling requests for samples, literature, and promotional items to support marketing efforts. Displayed keen attention to detail, meticulously proofreading marketing content and collateral to guarantee error-free and polished deliverables that align with the brand's messaging.

Graphic Designer | Media Directions Creative Group | April 2011 – September 2012 | Lincolnshire, IL

- Designed a variety of projects including brochures, brand identity collateral, logos, advertisements, promotional items, packaging, web design and emails.
- Proficiently handled photo manipulation and color correction using Photoshop, enhancing the visual appeal of images to achieve desired outcomes.
- Actively maintained and updated multiple client websites, skillfully integrating copy, images, and graphics to ensure a dynamic online presence that resonated with the brand's vision.

SKILLS:

Adobe CC: Photoshop, Illustrator, InDesign, Bridge, Spark, XD

Microsoft Office: Word, Excel, PowerPoint, Outlook, Teams

Branding, Color Theory, CMS, Copywriting, Digital Marketing, Email Marketing, Layout Design, Print Production, Project Management, Proofreading, SEO, Social Media Advertising, Typography, Web Design, HTML/CSS, Wordpress, Keynote, Zoom, Canva, Constant Contact, iContact, Mail Chimp, Swiftpage, Basecamp, Emma, Asana, monday.com, Workzone