

Joanna Bayer

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Art Director + Senior Designer

Passionate and detail-oriented design expert with 10+ years of experience in marketing, branding and design. A proven record in enhancing brand recognition, driving engagement, and fueling remarkable growth. A visionary leader who identifies opportunities for organizational development while fostering a culture of creativity and collaboration.

WORK EXPERIENCE

Carl's Jr. - CKE Restaurants • 07/2018 - Present

Senior Graphic Designer

- Supervised production timelines, streamlining processes to guarantee punctual delivery of assets, enabling seamless execution of marketing campaigns and initiatives.
- Fostered collaboration with vendors and internal cross-functional team members to establish brand consistency and enhance brand perception.
- Managed creative execution for print and digital menuboards while maintaining a cohesive approach that encapsulated brand identity and maximized visual impact across all platforms.

Merchandise Manager

- Executed marketing strategies to bolster product categories and lifestyle national campaigns. Managed overall merchandise budget, focusing on return on investment.
- Organized photography shoots and retail merchandise content creation for the calendar year while ensuring proper reviews and processes were staying in place.
- Worked closely with external vendors and agency partners to ensure operational efficiency and satisfaction in activations and campaigns.

Graphic Designer and Project Manager

- Spearheaded content production design for Hardee's and Carl's Jr. brands, creating visually compelling assets to enhance brand recognition, propel initiatives, and business growth.

Design Aglow • Portland, Oregon Area • 06/2017 - 06/2018

Graphic Designer and Customer Service Manager

- Produced compelling print and web graphics, including blog posts, product packaging, and social media assets; bolstered brand consistency, boosting online engagement and enhanced overall brand appeal.
- Steered customer service inquiries, promptly resolving issues and ensuring timely responses, leading high customer satisfaction rate, fostering long-term customer relationships, and promoting brand loyalty.
- Fulfilled customer's needs and communicated with motivational contributors

MEDIAmerica, Inc • Portland, Oregon Area • 05/2017 - 05/2018

Oregon Home Magazine

Graphic Designer and Project Manager

- Executed visually captivating magazine layouts and covers, increased readership audience engagement, and reinforced magazine's visual identity.

- Formulated and implemented strategic advertising campaigns, designing eye-catching marketing materials, such as brochures and flyers; expanded reach attracted new advertisers to the magazine.

ORLY International • Greater Los Angeles Area • 05/2016 - 02/2017

Graphic Designer

- Executed packaging design for various beauty products, including nail polish and body care items; enhanced product shelf appeal and boosted brand visibility.
- Developed attention-grabbing marketing materials for tradeshows, such as booth designs, banners, and brochures, surging qualified leads and significantly raising brand exposure.
- Assisted with social media content and development

Behind The Shutter • Greater St. Louis Area • 05/2014 - 09/2015

Graphic Designer and Production Manager

- Implemented visually appealing layouts for a photography industry magazine, including covers and feature articles; elevated reader satisfaction and drove an increase in subscription rates.
- Managed the end-to-end production process, collaborating with writers, editors, and printers to ensure timely issue delivery; streamlined workflows and achieved an impressive on-time delivery rate.
- Crafted captivating marketing materials for the publication, including email campaigns, social media graphics, and promotional videos; raised brand visibility & generated higher engagement rates among target audience.
- Developed campaign designs for all internal brands
- Implemented visually appealing layouts for a photography industry magazine, including covers and feature articles; elevated reader satisfaction and drove an increase in subscription rates.

EDUCATION

International Studies

Salzburg College, Salzburg, Austria • 01/2013 - 05/2013

Bachelor of Fine Arts (B.F.A.) in Communication Design

Southern Illinois University, Carbondale • 01/2010 - 01/2013

VOLUNTEERING & LEADERSHIP

Crossroads Campus

Art Director and Design Consultant • 10/2018 - Present

Spearheaded the marketing and visual needs for local events and internal projects. Maintained visually compelling assets while enhancing the organizations message and overall direction.

SKILLS

Adobe Creative Suite, Art Director, Asset Management, Branding & Identity, Communication, Corporate Identity, Creative Concepts, Creative Content Management, Creative Content Management, Creative Production, Email Marketing, Graphic Design, In-store Marketing, Logo Design, Photography Editing, Print Publication Design, Production Management, Project Management, Team Leadership