



TAYLOR VOISIN

GRAPHIC DESIGNER

[www.taylorvoisin.com](http://www.taylorvoisin.com)

## Education

### **Bachelor of Fine Arts, Concentration Graphic Design**

May 2015 / GPA 3.73  
Louisiana State University  
Baton Rouge, LA

### **High School Diploma**

May 2011 / GPA 3.9  
Central High School  
Central, LA

## Experience

### **Greaux Healthy Initiative**

#### ► **Title: Creative Design Specialist (March 2024–Present)**

Responsibilities: Manage time and workload of contract graphic designers; develop extensive visual identity for the brand; create and manage expansive library of icons, patterns, and template systems (Canva, Mailchimp, PowerPoint, Word, Excel, etc.); create and edit responsive graphics for web and email, create social media graphics and videos; design artwork for multi-media engaging campaigns across the state; create logos and branding for specific programs and sub-brands; design multiple expansive curriculum-based programs (ex: lesson plans, activity books, physical activity guides, parent-teacher communications, classroom posters, and promotional material, for school health program); edit and manipulate photos, review all public-facing documents to ensure brand integrity and accessibility compliance.

### **Well-Ahead Louisiana**

#### ► **Title: Design Manager (July 2021–January 2024)**

Responsibilities: All duties noted under “Creative Specialist” position; co-manage Communications Assistant position; manage projects and timelines via Trello; ensure brand integrity for all publicly-consumed visuals created by vendors; serve as webmaster for all websites, microsites, online platforms and tools; oversee quarterly audit of all websites for outdated information, broken links, or other bugs.

#### ► **Title: Creative Specialist (March 2019–July 2021)**

Responsibilities: Manage and maintain overall visual strategy of all brand components and assets; develop library of brand assets (program-based rack cards and brochures, social and email graphics, icon library, etc.); develop public-facing fact sheets, digital ads, data visualizations, and presentation decks that demonstrate visual storytelling; manage vendor contracts as related to design and website management; provide teamwide technical assistance and support for Zoom; manage print orders and invoices; curate, order, and inventory log promotional product collections; maintain budget and budget coding for all marketing-related purchases.

### **Modern Grace Magazine**

#### ► **Title: Art Director (October 2018–June 2021)**

Responsibilities: Create branding for print magazine and media kit; design front and back covers; design all editorial layout; edit and manipulate photos; design print advertising; pre-flighting; prepare print-ready files.

### **Baton Rouge Parents Magazine**

#### ► **Title: Art Director (June 2017–March 2019)**

Responsibilities: All duties noted under “Graphic & Web Designer” position; manage graphic designers and design interns; collaborate with photography studio on cover photo shoots; design all editorial layout; ad placement in magazine; pre-flighting; prepare print-ready files.

#### ► **Title: Graphic & Web Designer (March 2016–June 2017)**

Responsibilities: Design print ads for clients; send proofs through Salesforce; edit and manipulate photos; code and schedule weekly e-newsletters; import and manage e-mail lists and segments in a CRM; design and manage website content; design marketing campaigns for community events in a variety of media such as print, website, social media, and large format.

## Professional Summary

Senior graphic designer and brand manager with 15 years of experience spanning design agencies, print publications, state government, and public health. I'm known for developing visual identities and scalable asset and template systems that keep teams on-brand without having to second guess colors, appropriate logos, or image selection. I've served as art director and design manager, leading and encouraging teams of designers, interns, and vendors through complex multi-platform projects. I also bring enough web and digital experience (UI/UX principles, HTML/CSS, CMS platforms, email marketing, CRM systems) to own projects from idea to launch.

## Contact

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## Programs & Software

**Design:** Adobe InDesign, Photoshop, Illustrator, and Acrobat; Canva; CapCut; Figma; Microsoft Word, Excel, PowerPoint, and Publisher

**Website:** CSS/HTML, Craft, eDirectory, Elementor, Jotform, WordPress

**Email:** ConstantContact, Emma, Mailchimp, MailerLite, Pardot

**Project Management:** Google Suite, Microsoft 365, Monday, Salesforce, Slack, Trello, Webproof, Zoom

## Skills

**Service:** Consultation, project and time management, cross-department collaboration, professional correspondence and relationships

**Production:** Art/creative direction, color theory, typography, information hierarchy, photo editing, editorial layout, print advertising, marketing collateral, pre-press production

**Digital:** Brand management, website design and management, content management systems, digital marketing collateral, social media advertising, customer relationship management systems, e-mail formatting and management, file organization and management