



# Taylor Chism

## Creative Designer

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### Professional summary

Innovative Designer with 6+ years of experience crafting intuitive, pixel-perfect digital designs. Skilled in Adobe Creative Cloud and Figma, with a proven track record of leading cross-functional teams to deliver cohesive and impactful visual communications. Passionate about developing strong brand identities and fostering collaboration to drive successful marketing outcomes.

### Core Skills

- UI Design: Figma | Graphic Designer: Adobe Creative Suite
- Design Systems: Creation, maintenance, and enhancement for scalable solutions
- Collaboration: Cross-functional teamwork with developers and stakeholders
- Responsive Design: Expertise in designing across devices
- Project Management: Agile methodologies for remote work and/or tight deadlines

### Employment history

Apr 2024 - Present

#### Freelance Designer, Paradigm

- Design digital and print assets for marketing initiatives, enhancing brand visibility and engagement.  
Developed high-fidelity UI designs, enhancing user experiences for enterprise clients.
- Maintained and expanded design systems, ensuring consistency across digital touchpoints.
- Partnered with developers to ensure design accuracy and seamless implementation.

Aug 2020 - Apr 2024

#### Lead Designer, Bounteous

- Led cross-functional teams for top clients, to deliver innovative design solutions, enhancing client satisfaction and driving brand consistency.  
Led design initiatives for Wawa.com, resulting in improved user engagement and streamlined workflows.
- Created and optimized shared Figma templates, improving design efficiency.
- Designed multi-channel assets (digital signage, social, web), boosting campaign success.

May 2020 - Aug 2020

#### Freelance Graphic Designer, American Society of Media Photographers

- Produced digital graphics and motion ads, increasing social media engagement.
- Contributed to the enhancement of brand visibility through innovative designs.
- Strategized social media plans, leading to measurable improvements in user engagement.

Aug 2018 - May 2020

#### Lead Graphic Designer, The Illinois Leadership Center

- Developed cohesive digital and print marketing materials, engaging over 20,000 students.
- Led design team to ensure brand consistency and operational efficiency.

Apr 2019 - Aug 2019

**Graphic Design Intern, University of Illinois Admission Office**

- Designed outreach materials for incoming students, enhancing communication efforts.
- Collaborated with marketing team to meet project deadlines, ensuring timely campaign launches.
- Participated in video commercial production, contributing to creative content.

**Education**

Aug 2016 - May 2020

**BFA Graphic Design**

University of Illinois Champaign

Graduated with honors | UIUC Legacy Scholarship Recipient

**Organizations**

May 2020 - Aug 2020

MAIP 2020 Fellowship Finalist at 4A's Foundation

**Skills & Software**

Adobe Creative Cloud

Photoshop

Illustrator

Indesign

After Effects

Premiere

Figma

Canva

Digital Marketing

Illustration

Print Design

UI/UX Design

**Hobbies**

Keen on exploring innovative design trends, enhancing houseplants' aesthetics in my home, and having fun with craft projects for inspiration.

**Links**

Portfolio Website

[www.chismprism.com](http://www.chismprism.com) ↗

LinkedIn profile

[www.linkedin.com](http://www.linkedin.com) ↗