



# Taylor Chism

Visual & UI Designer

Chicago, United States

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## Professional summary

Visual & UI Designer with 6 years of experience crafting impactful digital and print assets that elevate brand visibility and engagement. Proficient in Adobe Creative Cloud and Figma, with a history of leading cross-functional teams to deliver cohesive visual communication. Dedicated to pushing creative boundaries and enhancing team collaboration for successful marketing outcomes.

## Employment history

Apr 2024 - Present

### Freelance Designer, Paradigm

- Design digital and print assets for marketing initiatives, enhancing brand visibility and engagement.
- Develop web banners, social images, and sales collateral, leading to increased customer interaction.
- Create presentation decks and print ads, contributing to successful marketing campaigns.
- Collaborate with marketing team to ensure cohesive visual communication across all platforms.
- Utilize design software to produce high-quality assets, ensuring timely delivery of projects.

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.
- Redesigned Wawa.com, improving user engagement and streamlining design processes.
- Developed shared Figma templates, optimizing team collaboration and design efficiency.
- Created innovative designs for digital signage, print, web, and social media, boosting campaign success.
- Established strong client relationships, ensuring project alignment and satisfaction.

May 2020 - Aug 2020

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

- Designed digital graphics for website, social media, and video content, enhancing brand visibility.
- Developed motion graphic ads for social platforms, boosting engagement and audience interaction.
- Strategized social media plans, leading to measurable improvements in user engagement.

Aug 2018 - May 2020

### Lead Graphic Designer, The Illinois Leadership Center

- Led design team, structured brand guidelines, delivered feedback, ensuring cohesive and efficient operations.
- Developed marketing assets, engaged over 20,000 students, ensured cohesive branding.
- Enhanced speech and communication skills through outreach events.

Apr 2019 - Aug 2019

Graphic Design Intern, University of Illinois Admission Office

- Designed engaging digital and print materials for thousands of incoming students, enhancing outreach.
- 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 and received the UIUC Legacy Scholarship Award

## Organizations

May 2020 - Aug 2020

MAIP 2020 Fellowship Finalist at 4A's Foundation

## Skills

Adobe Creative Cloud

Experienced

Photoshop

Skillful

Illustrator

Skillful

Indesign

Skillful

After Effects

Beginner

Premiere

Skillful

Figma

Experienced

Squarespace

Experienced

Wix

Experienced

3D Modeling

Beginner

Print Design

Skillful

Web Design

Experienced

Illustration

Experienced

Visual Storytelling

Experienced

Team Player

Expert

## Hobbies

In my free time, I enjoy taking care of my house plants, singing karaoke with friends and going to a local thrift store. For me, I get a lot of satisfaction from organizing so you can find me rearranging my house around on the weekends or digging into a new craft project.

## Links

Portfolio Website

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

LinkedIn profile

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