

ISIS PAYNTER

Creative Director + Graphic Designer

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www.babydollthebrand.com

PROFESSIONAL SUMMARY

Aspiring to leverage my expertise in graphic design and visionary concept execution to craft compelling content for diverse brands, corporations, and communities. My mission is to use an imaginative flair to sculpt your brand's essence within the hearts and minds of your desired clientele!

EDUCATION

2017-2021

NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

B.A. Journalism of Mass communication - Mass Media Production

SKILLS

- Adobe Suite:
Photoshop,
Illustrator, Premiere Pro
- Canva
- Google Suite

WORK EXPERIENCE

2023- | L.A.I COMMUNICATIONS 2023 Platinum Winner, MarCom Awards
CREATIVE DIRECTOR

- Develop a range of design assets, including logos, social media graphics, and promotional materials, aligned with the project mission and values.
- Incorporate feedback from various clients, ensuring the designs effectively communicate their messages and resonate with their target audience.
- Execute tasks provided by project manager to understand and interpret client specifications.
- Maintain and organize pre-existing design files, adhering to established file naming system and version control processes.

2023- | Black Girls In Tech (U.K.)
GRAPHIC DESIGNER

- Led graphic design direction for a campaign collaboration with ASOS to raise awareness about the work being done by their team of tech professionals.
- Implement design strategies to enhance engagement and increase awareness and participation on Instagram.
- Collaborate with the social media team to create consistent reels, carousel posts, and graphics for over 11k followers on Instagram.
- Coordinate with UX/UI design team to design official BGIT merchandise.

2021- | Ken Canion Group
2022 | **DIGITAL MEDIA STRATEGIST**

- Successfully built a TikTok following, garnering more than 100,000 followers and accumulating over 3 million total views by creating and adhering to a regular posting routine.
- Created cohesive presentations and flyers for online courses and events using Canva.
- Transformed and re-purpose pre-existing content for over 3,000 members in private Facebook group.
- Guided summer interns on systems and techniques to maintain consistency in graphics.