

ISIS PAYNTER

Creative Director + Graphic Designer

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www.babydollthebrand.com

PROFESSIONAL SUMMARY

Dedicated to growing brands by harnessing the power of visual design to engage their communities effectively. My mission is to consistently elevate brands through expansive thinking and innovative design solutions, while fostering positive and collaborative relationships with clients and colleagues.

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

- Led design direction on all graphic assets for the \$24 million Cincinnati Black Music Walk of Fame tourism project. Including but not limited to social media, traditional media, experiential consumer activities, and production show graphics aligned with project mission.
- Managed client interactions and difficult conversations by incorporating feedback professionally and patiently, ensuring designs effectively resonated with target audiences.
- Worked closely with project managers and cross-functional teams to accurately understand and interpret client specifications, delivering tailored design solutions.
- Maintained and organize pre-existing design files, adhering to established file naming system and version control processes.

2023- | Black Girls In Tech (U.K.)
2024 | **GRAPHIC DESIGNER**

- Collaborate with the social media team to create consistent reels, carousel posts, and graphics for over 12k followers on Instagram.
- 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.
- 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.