

PAMELA MARKARIAN

Senior Visual Designer | Brand Systems, Editorial & Digital Design

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Senior Visual Designer with 16 years of experience creating scalable brand, editorial, presentation, and digital communication systems. Skilled at turning complex information into polished visual systems that improve clarity, consistency, and audience engagement.

EXPERTISE

Brand Systems • Editorial Design • Publication Design • Executive Communications • Digital Design • Campaign Design • Presentation Design • Information Design • Data Visualization • Web & Responsive Design • UI Fundamentals

TOOLS

Adobe InDesign • Illustrator • Photoshop • Figma • Sketch • Adobe Acrobat • PowerPoint • Keynote • After Effects • Premiere • Adobe Firefly • ChatGPT • Claude • Gemini • Microsoft Office

EXPERIENCE

SYNDICATEBLEU | CAREER GROUP COMPANIES

Senior Freelance Designer | June 2022 – Present

- **CANYON PARTNERS, LLC** | Private Investment Firm
 - Designed and delivered 48+ responsive web banners and icon assets for employee-facing platforms, improving visual clarity, usability, and consistency across digital touchpoints.
 - Rebuilt employee-facing materials, including handbooks, HR documentation, newsletters, event invitations, email templates, maps, and business cards, using editorial design principles and a unified visual system to improve structure, readability, and brand consistency.
- **CORAL COLLECTIVE** | Boutique Marketing & Advertising Agency
 - Redesigned client-facing marketing presentation materials, improving visual hierarchy, narrative flow, and overall impact..

NVE EXPERIENCE AGENCY

Freelance Visual Designer | April 2022 – January 2023

- Supported experiential marketing campaigns in a fast-paced agency environment, creating branded assets for event, promotional, and client-facing activations.
- Collaborated with creative teams to execute campaign-aligned materials across experiential, promotional, and presentation touchpoints.

LOCKTON INSURANCE BROKERS, LLC

Graphic Designer | February 2013 – June 2021

- Managed 12+ concurrent print and digital projects daily in a regulated enterprise environment, delivering high-volume, brand-aligned work with accuracy and on-time execution.
- Designed proposals, benefits documentation, marketing collateral, and executive communications for clients across technology, legal, education, fashion, and food and beverage.
- Led long-form publication systems, including a 70-page ergonomic workplace guide and a 246-page emergency operations manual for CalArts, structured for usability and navigation.
- Developed visual systems, interactive presentation frameworks, training materials, and content standards for leadership, consultants, and internal stakeholders.

EARLIER EXPERIENCE

Technicolor / M-GO • Sage Publishing • AT&T Interactive / YellowPages.com

UI production, digital marketing, and advertising design roles

EDUCATION

BFA, Web Design & New Media

Academy of Art University, San Francisco, CA | 2008