

PAMELA MARKARIAN

Senior Visual Designer | Brand Systems,
Editorial & Digital Design

Tujunga, CA

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Senior Visual Designer with 16 years of experience creating clear, scalable design systems across brand, editorial, digital, and executive communications. Skilled at turning complex information into polished visual experiences that improve clarity, consistency, and audience engagement across channels.

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

Tools: Adobe Creative Suite • Figma • Sketch • Adobe Acrobat • After Effects • Premiere • Adobe Firefly • ChatGPT • Claude • Gemini • PowerPoint • Keynote • Microsoft Office

EXPERIENCE

SYNDICATEBLEU | Career Group Companies

Senior Freelance Designer | June 2022 – Present

- **Client: Canyon Partners, LLC (Private Investment Firm)**
 - Delivered 48+ responsive web banners and icon assets, strengthening UI clarity, usability, and visual consistency across employee-facing platforms.
 - Rebuilt internal communications and branded assets, including handbooks, HR documents, newsletters, event materials, business cards, email templates, and maps, using editorial systems to improve structure, consistency, and brand alignment.
- **Client: Coral Collective**
 - Redesigned a client-facing marketing presentation, refining narrative flow, visual hierarchy, and brand polish to create a clearer, more persuasive presentation experience.

NVE EXPERIENCE AGENCY

Freelance Visual Designer | April 2022 – January 2023

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

LOCKTON INSURANCE BROKERS, LLC

Graphic Designer | February 2013 – June 2021

- Managed 12+ concurrent print and digital projects daily in a regulated enterprise environment, consistently delivering high-volume, brand-aligned work with accuracy and on-time execution.
- Designed proposals, marketing collateral, and executive communications for Fortune 500 and institutional clients, improving clarity and consistency across client-facing materials.
- Led long-form publication systems, including a 70-page ergonomic workplace guide and a 246-page emergency operations manual for CalArts, structured for usability, navigation, and high-stakes communication.
- Developed visual systems, executive presentation frameworks, and training materials for leadership and company-wide communications, translating complex technical and regulatory content into clear, structured design solutions.

EARLIER EXPERIENCE

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

BFA, Web Design & New Media — Academy of Art University, San Francisco, CA | 2008