

PAMELA MARKARIAN

Senior Visual Designer | Brand, Editorial & Digital Design

Tujunga, CA

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Senior Visual Designer / Graphic Designer with 16 years of experience in enterprise brand systems, editorial design, and digital design for Fortune 500 & institutional clients. Known for creating clear, compliant, & visually consistent assets across web, print, & executive communications.

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

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch, Adobe Acrobat, Adobe Firefly, Canva, AI-Assisted Workflows (Claude, ChatGPT, Gemini), Adobe After Effects, Adobe Premiere

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 & visual consistency across employee-facing platforms
 - Rebuilt handbooks, HR documentation, newsletters, & event invitations using editorial design principles to improve readability and structure.
 - Created a unified brand framework for business cards, email templates, maps, and promotional collateral to keep internal communications visually consistent.
- **Client: Coral Collective**
 - Redesigned a marketing presentation to improve visual hierarchy & narrative clarity for agency book-promotion work.

NVE EXPERIENCE AGENCY

Freelance Visual Designer | April 2022 – January 2023

- Provided overflow graphic design support for experiential marketing agency clients on a contract basis.

LOCKTON INSURANCE BROKERS, LLC

Graphic Designer | February 2013 – June 2021

- Managed 12+ concurrent print and digital design projects daily in a regulated enterprise environment, delivering compliant, brand-aligned work at scale.
- Designed insurance proposals, benefits documentation, marketing collateral, and executive communications for Fortune 500 and institutional clients, including LinkedIn, FashionNova, CalArts, and Latham & Watkins.
- Led long-form publication systems, including a 70-page ergonomic workplace guide and a 246-page emergency operations manual for CalArts, structured for clarity, usability, and high-stakes communication.
- Developed visual system guidelines, executive presentation frameworks, and compliance training materials for leadership and company-wide communications.
- Partnered with Strategic Risk Consulting leadership to translate technical, regulatory, and risk-management content into clear visual systems, managing work through a CRM-based intake-to-delivery workflow.

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