PAMELA MARKARIAN

Senior Visual Designer | Brand, Editorial & Digital Design

Tujunga, CA

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Senior Visual Designer with 16 years of experience leading enterprise-scale visual systems, editorial publications, and executive communications for Fortune 500 and institutional clients.

Skills: Information Architecture, Visual Systems & Editorial Design, Brand Systems, Corporate & Executive Communications, Publication Design, Digital Design (Web & Marketing Assets), and UX Fundamentals

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Sketch

EXPERIENCE

SYNDICATEBLEU | Career Group Companies

Senior Freelance Designer | June 2022 – Present

- Client: Canyon Partners, LLC (Private Investment Firm)
  - Designed and delivered 48+ internal web banners and icon assets across responsive formats, improving UI clarity and visual consistency across employee-facing platforms.
  - Rebuilt employee handbooks, HR documentation, newsletters, and event invitations using editorial publication design principles to improve readability, structure, and engagement.
  - Established a unified brand framework for business cards, email templates, maps, and promotional collateral, ensuring consistent visual identity and messaging across internal communications.
- Client: Coral Collective
  - Redesigned marketing presentation for agency book-promotion work, elevating visual hierarchy and narrative clarity.

NVE EXPERIENCE AGENCY

Freelance Visual Designer | April 2022 – January 2023

- Delivered overflow design support for agency clients on project 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, and marketing collateral for clients including LinkedIn, FashionNova, CalArts, and Latham & Watkins.
- Led the design of complex long-form publication systems, including a 70-page ergonomic workplace guide, a 246-page emergency operations manual for CalArts, and internal compliance documentation, all structured for clarity, usability, and high-stakes environments.
- Developed visual system guidelines, how-to documentation, and executive-level presentation frameworks used for company-wide compliance training and leadership communications.
- Partnered directly with Strategic Risk Consulting leadership to translate technical, regulatory, and risk-management requirements into clear, visually structured design solutions, while managing workflows through a CRM system from intake to delivery.

EARLIER EXPERIENCE

Technicolor (M–GO) · Sage Publishing · AT&T Interactive / YellowPages.com:

- Early career roles focused on UI production, digital advertising systems, and high-volume marketing design within fast-paced agency environments.