

PAMELA MARKARIAN

Senior Visual & Brand Designer • Campaigns • Brand Systems • Integrated Storytelling

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Senior Visual & Brand Designer with 16+ years of experience translating complex briefs into clear, compelling visual systems across campaigns, digital communications, editorial content, presentations, and experiential touchpoints. Experience spans consumer brands, technology, media, publishing, experiential marketing, and enterprise organizations. Brings strong information design, scalable systems thinking, cross-functional collaboration, and hands-on execution from initial direction through production.

CORE CAPABILITIES

Brand Systems • Campaign Design • Visual Storytelling • Integrated Marketing • Digital Campaign Design • Presentation Design • Editorial Design • Experiential Communications • Design Systems • Toolkits & Templates • Motion • AI-Assisted Creative Workflows

TOOLS

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

EXPERIENCE

SYNDICATEBLEU | Career Group Companies — Los Angeles, CA

Senior Freelance Designer | June 2022 – Present

CLIENT: CANYON PARTNERS, LLC

- Created original banner concepts for a website redesign, translating section-by-section content briefs into 48+ digital assets across three aspect ratios.
- Expanded the initial banner assignment into an ongoing four-year engagement, developing reusable icon libraries, templates, and editorial frameworks that strengthened visual consistency across email, newsletters, presentations, handbooks, and events.

CLIENT: CORAL COLLECTIVE

- Shaped the visual narrative and information architecture of a client-facing new-business presentation, clarifying the agency story, strengthening message hierarchy, and elevating the pitch experience.

NVE EXPERIENCE AGENCY — West Hollywood, CA

Freelance Visual Designer | April 2022 – January 2023

- Provided additional design support across three experiential marketing pitches, creating presentation materials, campaign assets, and event-graphic concepts in collaboration with creative and production teams.

LOCKTON INSURANCE BROKERS, LLC — Los Angeles, CA

Graphic Designer | February 2013 – June 2021

- Led end-to-end design across 12+ concurrent initiatives, managing priorities, feedback cycles, and production while maintaining a 100% on-time delivery record through final approval.
- Integrated Lockton's brand standards with each client's distinct visual language across presentations, proposals, marketing collateral, and B2B communications for Fashion Nova, S. Martinelli & Company, Red Lobster, and other brands.
- Built reusable design systems, modular asset libraries, and editorial frameworks that standardized recurring content and accelerated production across teams and channels.
- Partnered directly with executives and senior leaders to shape messaging and translate high-density business and technical content into presentations, infographics, visual narratives, and information frameworks through compressed review cycles.
- Extended established brand direction across annual events through promotional campaigns, environmental graphics, large-format signage, branded merchandise, and production-ready assets.

EARLIER EXPERIENCE

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

Delivered editorial, UI, advertising, digital marketing, and web design for publishing, media, technology, and consumer organizations across print and digital channels.

EDUCATION

BFA, Web Design & New Media

Academy of Art University, San Francisco, CA | 2008