

PAMELA MARKARIAN

Mid-Senior Designer | Skilled in Visual Communication, Branding, & Digital Design

📍 Burbank, CA

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Experience

SYNDICATEBLEU | CAREER GROUP COMPANIES

Contracted Freelance Graphic Designer | June 2022 - Current

- **Canyon Partners, LLC:**
 - » Redesigned internal web banners and icons to enhance UI/UX using Figma and increase user engagement.
 - » Created a modern, cohesive brand identity across the Employee Handbook, Travel Book, Invites, Business Cards, and HR forms by utilizing Illustrator and InDesign.
- **Coral Collective:**
 - » Transformed a PowerPoint presentation by incorporating modern typography, enhanced layouts, and high-quality visuals, resulting in a more compelling & effective presentation.

NVE EXPERIENCE AGENCY

Part-time Freelance Graphic Designer | April 2022 - Jan. 2023

- Provided on-demand design support, ensuring brand consistency across digital assets.
- Created visually engaging marketing materials using Indesign, Illustrator, and Photoshop.

LOCKTON INSURANCE BROKERS, LLC.

Graphic Designer | Feb. 2013 - June 2021

- Led the execution of 12+ projects daily, ensuring high-quality design across print and digital assets (brochures, corporate documentation, price charts, email campaigns, promotional materials) with a focus on both low and high-fidelity design and regulatory compliance.
- Ensured brand consistency and regulatory compliance by updating IFU content and graphics, while mentoring team members to maintain high standards of quality and cohesion.
- Collaborated with internal and external stakeholders to develop user documentation, training materials, and creative solutions, ensuring alignment across cross-functional teams.
- Oversaw the complete creative lifecycle, managing design requests via a CRM system, optimizing workflows, and improving client satisfaction.
- Worked with top-tier clients, including Crystal Creamery, CalArts, FashionNova, Red Lobster, and LinkedIn, maintaining brand integrity and producing high-impact deliverables.
- Proficient in Adobe Creative Suite & MS Office Suite, with extensive experience in brochure creation, PowerPoint presentations, and other design assets.

Skills

- Creative Direction & Leadership
- Brand Strategy & Visual Identity
- Digital & Print Design
- UI/UX Design
- Web Design (HTML, CSS, Figma)
- Team Mentorship & Development
- Project Management
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
- Prototyping & Wireframing
- Cross-Functional Collaboration
- Design Systems
- Responsive Web Design

Education

Academy of Art University

Bachelor of Fine Arts 2008

Computer Science emphasis:
New Media: Print, Web, Audio & Video