

# QUIONA JEANETTE TAYLOR

TARGET ROLE: GRAPHIC DESIGNER

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## SUMMARY QUALIFICATIONS

Organized, accountable professional with 18+ years of versatile experience honed by integrating creative directions to champion brand identity in a rapidly-evolving marketplace. Self-motivated, passionate graphic artist with expertise in contemporary graphic designing, trigger-based brand development, and artistic print/digital production per vision.

- A proven track record of accentuating brand awareness, initiatives, and communications through brand positioning on print/digital materials, marketing/advertising collaterals, brochures/newsletters, press kits, etc., per best practices.
- A proficiency in effectively managing multiple large-scale projects related to business plans, artworks, products, and print/social media content from the ground up while formulating innovative solutions for top-level clients.
- A talent for boosting brand performance using conceptual design, print/web design frameworks, and content or information architecture, cultivating business development, and capturing target demographics across channels.
- A capacity to multitask heavy-volume workloads in a fast-paced environment through the enforcement of exemplary forward-thinking skills, creative problem-solving skills, an assertive work ethic, and a results-focused mindset.
- An ability to collaborate and serve as a point of contact to internal/external groups, foster beneficial partnerships with stakeholders, and build harmonious rapport with dynamic teams using excellent interpersonal skills for shared goals.

## CORE COMPETENCIES

Strategy & Creative Planning

Graphic Design & Production

Project Management

Brand Development

Brand Marketing & Advertising

Offset & Digital Design Printing

Offset & Digital Typography

Print & Digital Storytelling

Print & Social Media Content

Art Direction & Consultation

Art Visualization & Imaging

Art Photography & Videography

E-Commerce/Web Development

Client Services Management

Sales & Business Development

Needs Assessment

Budget & Schedule Management

Logistics & Inventory Management

Resource Management

Reporting & Filing

Risk & Problem Resolution

Performance Management

Relationship Building

Stakeholder Engagement

Cross-Functional Collaboration

Written/Verbal Communications

Adaptability & Flexibility

## PROFESSIONAL WORK EXPERIENCE

Chance 436 Creative Agency, Atlanta, GA

Sept 2017 – Present

### Chief Executive Officer, Senior Graphic Artist

*Administrate operations for delivery of visual solutions, digital content, and graphic design, including logos, print services, typography, book designs, invitations, and programmatic needs, while driving sales/financial decisions per set goals.*

- Nurture business development opportunities to expand client relationships, client engagement, and client retention.
- Leverage cutting-edge thinking, high creative aesthetic, and industry knowledge of marketing, advertising, and branding to align with client requirements while capitalizing on graphic design skills, approaches, and practices.
- Confer with clients to distinguish design complexities, comprehend graphic needs, and present unique solutions while articulately communicating information through visual resources for proper understanding.
- Cultivate trusting relationships with project teams from beginning to end to amplify project productivity.

Quiona Jeanette Taylor Services, Atlanta, GA

Nov 2010 – Present

### Independent/Contract/Freelance Graphic Artist

*Direct and remain responsive to graphic development, designing, and production of internal/external marketing or communication materials, including brochures, newsletters, presentations, and rich media advertisements, per requirements.*

- Prioritize timely completion of 800+ graphic design templates/projects to increase client transactions by 60%+.
- Advocate for client satisfaction by focusing on strategic inception, verification, and validation of key deliverables.

- Cultivate collaborative partnerships with marketing leadership, client service leaders, and internal team members to secure the delivery of high-caliber materials on miscellaneous projects within tight deadlines.
- Interface with clients to determine revisions, modifications, and adjustments to artwork per design needs.
- Maximize graphic software with creative trends, design patterns, and techniques to produce high-quality materials.

*(Clients: The Collaborative Firm, The City of Atlanta, The KBD Group LLC, Darryl Allen Plus, Albany State University)*

Minuteman Press of Buckhead, Atlanta, GA

May 2005 – Mar 2011

**Graphic Artist, Production Specialist**

*Directed the production preparation, graphic design work, file pre-flighting/printing, and problem resolution in accordance with the set specifications while maintaining strict alignment with the client budget, timeframes, alterations, and requests.*

- Handled generation of custom layouts for imposition to press and outputting of color proof and mockup for client reviews prior to final proofs to ensure appropriate adherence to client preferences.
- Led typesetting, layout creation, artwork recreation, photo outlining, and poster outputting to drive efficiency.
- Regulated maintenance and troubleshooting of proofing/pressing equipment to assure optimal functionality.
- Spearheaded timely fulfillment of supplemental projects on brochures, newsletters, textbooks, packets, company guides, and advertising materials to heighten client experience while remaining coherent with design requirements.

**EDUCATION**

**Bachelor of Science in Design & Visual Communications, General**

Westwood College – Denver North | May 2007

**TECHNICAL SPECIALTY**

Windows & Mac OS | Shopify | Wix | Hootsuite | Later | Asana | BaseCamp | Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premier) | Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) | Canva | MailChimp | Slack | FloDesk |

*(Willing to Learn: SEO, CSS, HTML, WordPress)*