



MARISSA ELLIOTT-EVANS

Visual Communications • UX/UI • Branding & Identity • Graphic Design • Web Design

CONTACT

 visualsby.me.com

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I DESIGN SOLUTIONS, NOT JUST VISUALS.

I'm a problem solver at heart, driven by the challenge of turning complex ideas into intuitive, impactful designs. With experience across agencies, start-ups, and small businesses, I specialize in branding, web design, and UX/UI. I bring a design-thinking mindset to every project and am a strong advocate for the role of UX within organizations—believing that great design isn't just about how things look, but how they work for real people.

I'm passionate about helping things look right and work right—from building resonating brands to designing intuitive and impactful websites.

SOFT SKILLS

CREATIVE	EFFICIENT
CURIOUS	COLLABORATIVE
PROBLEM-SOLVER	ADAPTABLE
TEAM PLAYER	RESOURCEFUL

APPLIED SKILLS & SOFTWARE

ADOBE PHOTOSHOP	USER-FOCUSED DESIGN
ADOBE ILLUSTRATOR	BRAND MANAGEMENT
ADOBE INDESIGN	MULTIMEDIA DESIGN
MICROSOFT OFFICE	VISUAL BRAND IDENTITY
HUBSPOT	STYLE GUIDELINES
WORDPRESS - CMS	EVENT BRANDING
FIGMA	UX/UI

EDUCATION

BACHELOR OF SCIENCE IN TECHNOLOGY
Bowling Green State University
Visual Communication Technology

EXPERIENCE

BRAND DIRECTOR, UX DESIGN | APR 2024– FAITH DRIVEN MOVEMENTS | NON-PROFIT ORGANIZATION

Brand & Visual Identity – Leading the development of a cohesive brand identity for Faith Driven Entrepreneur and its sub-brands, reflecting the mission of empowering faith-driven entrepreneurs and investors. Spearheaded the creation of brand guidelines to ensure consistency across all platforms and touch points.

Website & Digital Experience – Overseeing the UX/UI design and optimization of all company websites to enhance user experience, engagement, and resource accessibility.

- faithdrivenentrepreneur.org
- faithdrivenmovements.org
- halftime.org

Website Design & Microsite Creation – Designing and developing responsive websites and targeted microsites to support specific campaigns, programs, and initiatives, ensuring visual consistency and intuitive navigation across all digital touchpoints.

Marketing & Content Creation – Designing branded materials for digital platforms, email marketing, and landing pages to increase reach and impact.

Event & Conference Design – Developing branding and visual assets for annual conferences to ensure a seamless brand experience.

- faithdrivenentrepreneurconference.org

Cross-Team Collaboration – Working with leadership, content creators, and marketing teams to ensure all branding and design efforts align with the organization's mission and goals.

Email Design – Creating branded, conversion-optimized email templates and campaigns that align with broader marketing goals, enhancing communication and engagement with key audiences.

GRAPHIC DESIGNER | JUL 2023–MAR 2024 CATALYST HEALTH GROUP | HEALTHCARE

GRAPHIC DESIGNER | FEB 2020–JUN 2023 SAMSUNG ELECTRONICS | TECHNOLOGY

GRAPHIC DESIGNER | NOV 2018–DEC 2019 BRILEY DESIGN GROUP | DESIGN AGENCY

VISUAL COMMUNICATION DESIGNER | APR 2018– OCT 2018 PAVASO | TECHNOLOGY

GRAPHIC DESIGNER | APR 2017– FEB 2018 BRAND AGENT - PERFORMANCE POP | DESIGN AGENCY