



# MARISSA ELLIOTT-EVANS

## Senior Graphic Designer

Where strategy meets stunning visual execution.

### SUMMARY

Senior Graphic Designer with 8+ years of experience leading brand systems, websites, and UX across enterprise, nonprofit, healthcare, and B2B organizations. Specializes in branding and website design for growing service-based businesses, creating cohesive brand, web, and experiential design across digital and physical environments.

### CONTACT

**Email:** marissalenea@gmail.com

**Portfolio:** visualsby.me.com

**LinkedIn:** linkedin.com/in/marissalelliott

### WORK EXPERIENCE

#### Senior Graphic Designer - American Restoration

July 2025 to Present

- Provide creative and brand leadership across 25 local Restoration brands, ensuring cohesive visual identity across digital, print, experiential, and sales channels.
- Own enterprise-wide creative execution, aligning design, messaging, and production with organizational priorities.
- Led the full branding and creative direction for the Senior Leadership Summit (150 attendees), including event identity, environmental design, and executive presentations.
- Partner directly with the CEO, CMO, and executive presenters to strengthen clarity, engagement, and storytelling across leadership communications.
- Drive UX improvements across multiple brand websites, enhancing navigation, usability, and user engagement.
- Built and implemented Figma-based design systems for all ARO brands, streamlining workflows and improving consistency across teams.
- Developed one-page brand guides for all 25 companies, increasing brand adoption and alignment nationwide.
- Lead and mentor a marketing coordinator and web developer, ensuring unified brand, web, and marketing output.
- Collaborate with sales and business development teams to create high-impact sales decks, collateral, and kits that support growth.

### SKILLS & EXPERTISE

Leadership  
Team Collaboration  
Creative Direction  
Branding  
Web Design  
Environmental Design  
Presentation Decks

Adobe Creative Cloud  
(Photoshop, Illustrator,  
InDesign)  
Figma  
WordPress - Elementor  
HTML/CSS basics

Responsive Design  
Design Systems  
UX/UI Design  
Wireframing  
Visual Identity  
Event Branding

### EDUCATION

**B.S. in Visual Communication  
Technology**

Bowling Green State University

**A.A. in Commercial Art**

Owens Community College

**Brand Director – Faith Driven Movements**

July 2024 to July 2025

- Led brand strategy and visual identity for a national faith-driven organization supporting entrepreneurs and investors.
- Directed full website redesigns and ongoing UX optimization, owning planning, execution, and post-launch performance.
- Developed user journeys and conducted content analysis to ensure clarity, relevance, and engagement across platforms.
- Served as the internal UX authority, proactively identifying usability issues and implementing improvements.
- Designed branded digital assets, including email campaigns, landing pages, and social content to support growth initiatives.
- Created branding and visual systems for live events and conferences, ensuring cohesive attendee experiences.
- Partnered closely with leadership and marketing teams to align design with strategic goals and ministry impact.

**Graphic Designer – Catalyst Health Group**

JULY 2023 – MARCH 2024

- Designed digital and print assets across healthcare brands, including websites, landing pages, presentations, and campaigns.
- Maintained and evolved the visual brand system for Catalyst Physician Group.
- Created UX wireframes and mockups in Figma, collaborating closely with stakeholders throughout the design process.
- Designed email templates and graphics for Constant Contact and Outlook.
- Edited short- and long-form videos for webinars and internal communications.
- Managed multiple projects simultaneously, ensuring quality and on-time delivery.

**Earlier Experience | Dallas, TX***(Available upon request or can be expanded if needed)*

- **Graphic Designer – Samsung Electronics**
- **Graphic Designer – Briley Design Group**
- **Visual Communications Designer – Pavaso**
- **Graphic Designer – Brand Agent**
- **Marketing Coordinator – LookWalls | Performance POP**

**CERTIFICATIONS****Brand Strategy**

June 2025

**Design Psychology: Master the Art and Science of UX Design**

June 2025

**Digital Marketing Foundations**

June 2025

**Figma UI UX Design Advanced**

November 2025

**Marissa Elliott-Evans**

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