





CAROLINE IVERSON

GRAPHIC DESIGNER

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PROFILE

Results-driven Graphic Designer with over 4 years of experience in brand design and marketing. Specializing in Adobe Creative Suite, with a focus on visual composition, typography, and color theory. Collaborative team player known for delivering exceptional work and meeting tight deadlines.

SKILLS

- Adobe Creative Suite
- Organizational and Project Management
- Fast-paced Environment Adaptability
- Written and Verbal Communication
- Email Design
- Brand Design
- Digital Advertising
- Layout Design
- Photography

EXPERIENCE

MARKETING DESIGNER

Aderant | Atlanta, Ga

2023 - Present

- Drove new opportunities by designing sales collateral and event marketing materials, including social ads, presentations, case studies, and whitepapers.
- Collaborated with cross-functional teams to create engagement through social ads, emails, event marketing, and sales collateral.
- Ensured brand consistency by aligning all design elements with brand guidelines.

MARKETING DESIGNER

MessageGears | Atlanta, Ga

2022 - 2023

- Developed and executed brand campaigns, creating design elements for emails, t-shirts, social media ads, sales decks, and logos.
- Enhanced customer engagement through innovative design solutions. increasing brand recognition and customer engagement.
- Improved project efficiency by establishing procedural standards and meeting deadlines.

GRAPHIC DESIGNER

Rooms To Go | Atlanta, Ga

2019-2022

- Revitalized Rooms To Go Outlet's visual identity, boosting sales and brand visibility.
- Enhanced digital customer engagement through redesigning emails and site assets.
- Elevated customer experience by creating the Outlet's first user-friendly homepage.

EDUCATION

B.F.A in Art | Magna Cum Laude

The University of Georgia

Athens, Ga 2018

- Zell Miller Recipient
- Young Life Leader
- Study Abroad in Costa Rica
- Internship at Atlanta Botanical Gardens