

# ANNA DE JESUS

Senior Graphic Designer/Marketing Specialist | 18 Years of Experience | Visual Communication Expert  
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## SUMMARY

Creative and results-driven Senior Graphic Designer and Marketing Specialist with 18 years of experience crafting impactful visual solutions across print and digital media. Specialized in branding, layout design, and strategic marketing collateral, with a sharp eye for detail and accuracy and a strong focus on operational efficiency. Demonstrated leadership in project management, client-centric collaboration, and streamlining team process/workflows. Skilled at merging aesthetic appeal with functional design to consistently exceed expectations and drive audience engagement.

## CORE COMPETENCIES

- Visual Storytelling & Brand Identity
- Typography, Color Theory, Layout Design, Design Hierarchy
- Project Management & Team Operations/Efficiencies
- Adobe Creative Cloud Suite (Photoshop, Illustrator, InDesign, XD, Acrobat)
- Print & Digital Design
- KPI Tracking & Workflow Optimization
- Vendor & Client Relations
- Microsoft Office, Google Workspace, AirTable, Trello, Ceros, Mac/Windows Platforms, Canva, Constant Contact, CRM Systems, and more.

## EDUCATION

University of Oklahoma  
BFA Visual Communications, Minor in Art History  
MHR Human Relations

## EXPERIENCE

### **Lee & Associates | Marketing Specialist | Sept. 2025 - present**

Built and refined foundational processes to improve workflow efficiency and operational consistency  
Executed high-impact print and digital design projects that elevated brand presence and market perception  
Performed in a role requiring broader marketing strategy, operations, and execution beyond graphic design, leveraging years of marketing-adjacent experience to increase value as a cross-functional asset  
Required minimal onboarding; organized marketing assets, managed vendor relationships, and partnered regularly with senior leadership to deliver projects on time and on brand

### **Stream Realty Partners | Lead Senior Graphic Designer | Jan. 2021 - Aug. 2025**

Promoted within six months; led team recruitment, onboarding, operations, and mentorship; served as interim team lead during transitions  
Produced high-quality, client-tailored designs for 65+ brokers under tight deadlines while maintaining consistency in high-pressure environments  
Built strong client relationships through effective marketing materials, adhering to strict brand guidelines or exercising full creative freedom  
Designed diverse materials supporting business development, post-transaction marketing, and company positioning

### **LEARFIELD | Senior Graphic Designer | Mar. 2017 - Dec. 2020**

Designed sales and marketing materials for 190+ collegiate athletic programs  
Led improvements in workflow, KPI tracking, project management systems, and client feedback processes  
Managed corporate initiatives, special projects, and onboarding of new designers while ensuring alignment with brand standards and strategic goals

### **WNBA Dallas Wings | Director of Creative Services | Jan. 2016 - Mar. 2017**

Oversaw all creative output for the newly relocated and rebranded franchise  
Built and implemented design processes, systems, and vendor partnerships from the ground up  
Delivered cohesive brand visuals across multiple channels

### **Stream Realty Partners | Graphic Designer | Sept. 2015 - Jan. 2016**

Executed strategic marketing collateral with a focus on Dallas Industrial leasing  
Collaborated with internal teams to uphold brand consistency and elevate external company presence  
Maintained professionalism and reliability while consistently delivering high-quality work in a fast-paced, transactional environment

### **NHL Dallas Stars | Graphic Designer | Mar. 2013 - Sept. 2015**

Assisted with design and production of marketing and event collateral for the Dallas Stars Hockey Club and affiliate brands  
Developed expertise in print production and live event branding, collaborating with A/V production, sponsorship, game day operations, vendors, marketing, sales, and club leadership  
Created high-visibility visuals across the DFW metroplex to strengthen brand presence and fan engagement