

# CHERYL SIMPSON

## GRAPHIC DESIGNER

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### PROFILE

Efficient, organized, and creative professional with strong communication skills and a proven ability to take ownership of projects requiring responsibility, precision, and initiative. Experienced in graphic and web design, marketing, and customer service, with proficiency in industry-standard applications. Skilled at multitasking, prioritizing, problem-solving, and adapting to new challenges with a positive attitude. Open-minded and receptive to feedback, with experience managing multiple accounts and tasks simultaneously.

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### ACCOMPLISHMENTS

- Demonstrated extreme dedication to personal projects, achieving record-breaking recognition for an Alaskan Klee Kai, making her the most recognized in AKC history.
- Mentored and supported junior team members, promoting skill development and collaboration.
- Contributed to a million-dollar company rebranding, assisting with logos, color palettes, brand standards, marketing materials, and website updates to ensure consistency across all channels.
- Developed brand identities and logos for numerous startups and small businesses, ensuring consistent and professional visual presentation across all materials.

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### PROFESSIONAL EXPERIENCE

#### Web and Graphic Designer, Dogtrack Graphics

May 2017 — Present

Roy, Utah

- Developed complete brand identities for new businesses, including color palettes, logos, and brand standards
- Designed and launched websites for new businesses
- Created custom marketing materials and print assets tailored to client needs
- Provided strategic consultation on marketing-related business decisions
- Helped identify a company's brand identity and the tools needed for successful implementation

#### Graphic Designer, Wellabe

May 2017 — Nov 2025

Des Moines, Iowa

- Worked with the marketing team to create new marketing materials for funeral homes
- Created training videos using After Effects and Premiere Pro for agents
- Worked to develop a new website that would work as a training website for agents
- Worked with a team on content for a website, while focusing on SEO
- Went through a multi-million-dollar rebranding of a company
- Designed and updated branding tools for 100+ funeral homes, improving client engagement and consistency
- Managed and maintained Google Analytics and other databases holding website information

#### Graphic Designer and Member Services Advisor, GWIC

Aug 2014 — May 2017

Ogden, Utah

- Processed and applied policyholder-requested changes, completing 100% by the end of each day
- Took on other projects to redo training manuals and other materials related to marketing
- Designed and launched 15+ responsive websites, improving client brand visibility and conversion rates
- Developed targeted marketing tools and advertising assets for funeral home professionals
- Created a coded database for Customer Service to hold all caller information
- Interpreted data from policies to better understand issues in the system

#### Client Support Specialist, TAB Bank

May 2013 — Aug 2014

Ogden, Utah

- Resolved problems effectively by clarifying, researching, and exploring issues
- Brought alternative solutions to customers for problems that could not be directly solved
- I updated my knowledge by taking advantage of the educational opportunities my job offered
- Exceeded objectives consistently, earning multiple bonuses and repeated recognition as a top client specialist

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## EDUCATION

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**Weber State University**

**Aug 2013 — Apr 2017**

Bachelor of Science in Business and Multimedia Technologies, Ogden, Utah

**Western Wyoming Community College**

**Aug 2011 — May 2013**

Associate of Science in Computer Information Systems, Rock Springs, Wyoming

**Western Wyoming Community College**

**Aug 2011 — May 2013**

Web Development Certificate, Rock Springs, Wyoming

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## SKILLS

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- **Adobe Creative Suite:** Illustrator, InDesign, Photoshop, After Effects, Premiere Pro
- **Web:** UX/UI Principles, Wireframing, HTML, CSS, Basic JavaScript, WordPress, Squarespace, Wix
- **Design:** Motion Graphics, Canva, Breakdance, Elementor, Figma, Email, Print and Digital principles
- **Data:** Google Analytics, Sorting complex data, Social media trends
- **Professional Skills:** Client communication, Conflict management, Project management