

## Professional Overview

George is a versatile senior graphic designer with decades of experience managing print and digital design projects from concept to production-ready delivery. He has held senior roles on marketing and creative teams at leading high-tech B2B corporations in Silicon Valley and renowned design agencies in London. With associate degrees in UX/UI design, George stays current on industry trends and leverages AI tools like ChatGPT and MidJourney to enhance workflows, conduct research, and spark creative ideas.

## Key Projects and Outcomes

- **Rebranding Initiatives:** Consulted as a senior creative on a rebranding committee, advising on the redesign of websites, technical literature, social media assets, product campaigns, art direction, and asset design systems improving customer and employee experiences.
- **Brand Development:** Partnered with stakeholders as a brand ambassador to develop cohesive visual assets, co-author brand guidelines, and produce multi-channel designs, achieving an estimated 40% increase in employee awareness of branding initiatives.
- **Workflow Optimization:** Facilitated workshops to identify workflow bottlenecks and led the implementation of Project Management and Digital Asset Management (DAM) systems, driving an estimated 45% increase in operational efficiency and maintaining consistent branding across platforms.
- **Collaboration and Problem-Solving:** Builds trusted partnerships by encouraging open communication, valuing diverse perspectives, and acting on feedback to deliver tailored solutions that align with brand standards and address business challenges.
- **Design Principles:** Applies design as a problem-solving tool to address business challenges, meet audience needs, and create meaningful connections that drive measurable results.

## Looking Ahead

George is excited to contribute his expertise in graphic design, UX/UI, project planning, and AI-powered tools to a collaborative team that values creative problem-solving and measurable results. His portfolio ([www.georgeconstable.com](http://www.georgeconstable.com)) features corporate rebranding efforts, product campaigns, websites, social media assets, event branding, UX/UI degree projects, and AI-driven design solutions.

## Professional Experience

### Career Pause: Family Caregiving

November 2023 - Present

*Paused career to support in-laws during their Alzheimer's diagnoses, managing medical, legal, and financial responsibilities throughout their transition to senior living care. While not a full-time commitment, the process was time-intensive and required prioritization over career pursuits.*

- Coordinated with healthcare providers, legal and financial advisors, and real estate professionals to facilitate a smooth transition to senior living memory care.
- Strengthened organizational and communication skills while managing priorities across multiple stakeholders.
- Developed empathy, patience, and problem-solving abilities while navigating high-pressure and emotionally charged situations.

### Senior Graphic Designer (Contract)

The Sage Group, Menlo Park, CA | May 2022 – August 2022

Client: Exponent, Inc. Engineering and Scientific Consulting

*Hired as a senior graphic designer (contractor) to support Exponent's Business Services Team in marketing operations. Collaborated with executives and vendors to assess and plan the implementation of a Digital Asset Management (DAM) system, streamlining workflows and improving asset organization. Advised on website rebranding, art direction, and visual consistency, delivering cohesive branding updates aligned with the company's strategic goals.*

### Responsibilities

- **Graphic Design:** Created and delivered on-brand graphics for digital media, print, web, and events, ensuring brand consistency across all platforms.
- **Team Collaboration:** Conducted team interviews to uncover workflow inefficiencies, gathered stakeholder insights, and researched potential solutions for streamlining marketing operations.
- **Marketing Workflow Optimization:** Partnered with DAM vendors to evaluate technical requirements, facilitating marketing optimization initiatives and improving asset organization by an estimated 30%.

### Achievements

- **Executive Presentations:** Presented well-researched proposals to executives, highlighting workflow inefficiencies and the potential benefits of implementing a DAM system. Secured buy-in by projecting a 45% improvement in workflow efficiency.
- **DAM System Advocacy:** Led workshops to assess employee needs and customize the DAM solution, helping inform strategic decisions and drive system adoption.

- **SharePoint Development:** Designed and launched SharePoint sites to centralize branding assets, videos, imagery, guidelines, and workflows, significantly improving accessibility and boosting operational efficiency.

## Senior Graphic Designer

Maxim Integrated, San Jose, CA | September 2001 – September 2020 (19+ years)  
Acquired by Analog Devices, a B2B semiconductor manufacturer, in 2020.

*As a Senior Graphic Designer, George played a key role on the creative team, shaping branding guidelines, developing design systems, and delivering cohesive updates for corporate projects, including product campaigns, websites, social media assets, and event materials. He managed digital and print projects from concept to delivery and introduced project management and Digital Asset Management (DAM) systems, resulting in an estimated 45% improvement in workflow efficiency. George combined creative vision with technical expertise to maintain brand consistency and ensure seamless collaboration across cross-functional teams.*

### Responsibilities

- **Creative Collaboration:** Partnered with senior marketing leadership and cross-functional teams to execute complex corporate initiatives, including a major rebranding launch. Developed branding guidelines, templates, and multi-channel assets for websites, print media, and social media campaigns
- **Brand Ambassador:** Created comprehensive branding guidelines, designed UI assets, wireframes, and production templates for digital platforms, ensuring consistent visual identity across all touch points.
- **Design Production Leadership:** Directed the creative execution of digital and print B2B marketing campaigns, ensuring alignment with brand standards, technical requirements, and business goals.
- **Team Mentorship:** Provided guidance and support to internal teams on design best practices, elevating marketing impact, fostering creativity, and ensuring consistent branding across deliverables.

### Achievements

- **Career Advancement:** Promoted to a senior role on the creative team for championing customer-focused design solutions and creating a collaborative, supportive work culture.
- **Marketing Rebranding Success:** Played a pivotal role in a comprehensive brand refresh, which significantly improved the usability and aesthetics of the corporate website, social media campaigns, employee communications, and trade show experiences. These efforts resulted in approximately a 40% increase in user engagement and brand recognition.
- **Elevating Brand Identity:** Contributed to substantial improvements in brand recognition and consistency, strengthening the corporate culture and enabling the organization to adapt effectively to market changes, improving its competitive advantage.

## Design Software and AI Tools

- **Adobe Creative Cloud:** Expertise in Illustrator, Photoshop, InDesign, Acrobat and Lightroom for photo editing, and design production.
- **Figma & FigJam:** Skilled in designing prototypes, iterating based on user feedback, and delivering developer-ready assets.
- **AI Tools (ChatGPT & MidJourney):** Apply AI tools for ideation, research, and developing creative design concepts.
- **Office Tools:** Proficient in Microsoft 365, Google Workspace, and Apple Keynote for creating presentations and documentation.

## Education

### Associate's Degrees

UX Design Institute, Glasgow Caledonian University

- User Experience Design (UX), User Interface Design (UI).

### College

College London City and Guilds Courses

Ealing, Hammersmith and West London College UK

- Mechanical and Electronic Engineering, Graphic-Visual Communication Studies, Industrial and Environmental Studies.

### Advanced Certifications

Bring Your Own Laptop

- Figma, Adobe Illustrator, Adobe Photoshop.

## Contact

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