



JAIMIE HAMILTON

SENIOR GRAPHIC DESIGNER

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Palm Beach Gardens, FL

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SUMMARY

Senior designer with 10+ years in visual branding and marketing. I'm driven to improve processes and outcomes, leveraging modern tools like AI to work smarter and deliver faster. Adaptable, hands-on, and focused on team success.

EXPERIENCE

MARKETING MANAGER

Broadstar

2024 - 2025

- Owned the visual strategy and execution for the company's inaugural direct mail campaign, managing all design assets from concept through print production.
- Provided creative leadership to the marketing team, translating restructured business strategies into a cohesive and effective visual brand strategy.
- Improved creative team efficiency by introducing a project management automation system, cutting campaign execution time by 40% and ensuring brand consistency.
- Directed the design and UX strategy for a revised company website launch, focusing on lead conversions and improving the overall value proposition through enhanced customer resources.

FREELANCE DESIGNER

jh creates

2014 - 2024

- Executed end-to-end brand creation, including developing comprehensive brand guidelines, visual identity, and initial web presence for diverse clientele.
- Independently managed and prioritized multiple complex design projects concurrently, ensuring all deliverables met client specifications and strict deadlines.
- Developed a broad range of engaging, cross-platform graphics for digital (website, social media) and traditional print media campaigns.
- Delivered branded and functional packaging design solutions for CPG clients, specializing in the all-natural hair care product market.

DESIGNER + WEB DEVELOPER

Social Thrive

2020 - 2024

- DesignActed as the sole designer and developer responsible for the maintenance and evolution of multiple WordPress websites.
- Ensured brand fidelity and timely execution of content updates across various CMS platforms, including Wix, SquareSpace, and WordPress.

PRODUCTION DESIGNER

HBO

2015

- Created high-impact digital design assets for official HBO TV and Movie social media accounts/profiles, adhering to stringent studio brand standards.
- Specifically produced graphics for the globally recognized Game of Thrones franchise, demonstrating the ability to design for major, high-visibility media brands

SKILLS

- Technical/Software
 - Adobe Creative Suite
 - Canva Design + Templates
 - WordPress Design + Development
- Core Design
 - Brand Design + Development
 - Design Principles
 - Typography
- Business/Soft Skills
 - Creative Problem-Solving
 - Project + Time Management
 - Digital + Traditional Marketing

EDUCATION

BACHELOR OF FINE ARTS IN GRAPHIC DESIGN

Lynn University

CERTIFICATIONS

ADOBE CERTIFIED PROFESSIONAL IN VISUAL DESIGN - PHOTOSHOP