

# CHARLIE CORT

PRINT DESIGN // ILLUSTRATION // UX/UI DESIGN // WEB DESIGN

## SKILL SET

Well-versed in Adobe Creative Suite including: InDesign, Illustrator, Photoshop, After Effects, Acrobat.

Highly proficient in Figma and Sketch.

Skilled in Microsoft Office Suite as well as Adobe iWork.

Strong knowledge of HTML, CSS and PHP along with working knowledge of Javascript.

Proficient in CM systems including: Wordpress, CouchCMS and HubSpot.

Strong Illustration skills.

## EDUCATION

Bachelor of Arts, Digital Design  
University of North Carolina -  
Greensboro

## CONTACT

621 Park Pl. #1  
Brooklyn, NY 11238

cjcort@gmail.com  
828 713-3264

## PORTFOLIO



charliecort.com

## CONNECT



linkedin.com/in/charliecort

## EXPERIENCE

### DIRECTOR, BRAND AND CREATIVE

VTS ~ FULL TIME ~ MAY 2021 TO PRESENT

- Leads in-house Creative team, freelancers, developers and vendors to create compelling designs for all marketing channels.
- Establishes and executes on creative strategy and schedules for key design projects driving top-notch campaigns.
- Works seamlessly across organizational structures, partnering with marketing, product and sales leadership to develop a holistic brand system.
- Ensures all Growth stakeholders and the Creative team are working together to proactively plan project queues and strategize on new and exciting campaigns.
- Manages every phase of design projects, from initial concept and design execution to final delivery, guaranteeing that all work adheres to the highest standards of quality and creativity.

### LEAD GRAPHIC DESIGNER

COLLIBRA ~ FULL TIME ~ FEBRUARY 2019 TO MAY 2021

- Concepting and designing marketing collateral, web layouts, and presentations while following brand guidelines.
- Evolve branding, keeping abreast of trends and optimizing for clear messaging and storytelling.
- Apply UX/UI practices for effective page flow and creating a digital experience to drive user adoption.
- Work with internal stakeholders from C-Suite, product, and marketing to deliver actionable designs that drive growth and promote Colibra as a leader in the market.
- Tailor design based on user personas and market data to drive conversions in top of funnel.
- Manage external vendors to produce exceptional assets for all marketing channels.

### SENIOR GRAPHIC DESIGNER

RIVERS AGENCY ~ FULL TIME ~ JUNE 2016 TO FEBRUARY 2019

- Extensive web design including creating layouts, designing functionality, creating and managing assets as well as troubleshooting issues with developers.
- Resident Photoshop expert in charge of photo edits and retouching.
- Extensive layout design work for catalogs, brochures, banners, flyers, social media, digital assets trade show booths and wall graphics.
- Brand strategy and development including logo design and creative campaigns.
- Digital illustration including icons and infographics for web, social media, digital animation and print projects.

### GRAPHIC DESIGNER // FRONT END DEVELOPER

STIR CREATIVE GROUP ~ FULL TIME ~ FEBRUARY 2008 TO JUNE 2016

- Extensive layout design work for client catalogs, brochures, banners and flyers.
- Brand strategy and development including logo design and creative campaigns.
- Responsible for art direction, design and development of major client websites.
- Digital illustration including icons and infographics for print, web, social media and animations.