

# James Walkowiak

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## Professional Summary

Professional creative with 10+ years of experience in B2B, print, digital design, and multimedia production. Proven track record of delivering impactful creative solutions across digital, print, and video platforms. Expertise in implementing efficient workflows, developing scalable templates, mentoring junior designers and collaborating with cross-functional teams to drive brand growth and customer engagement.

## Experience

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**Dolphin Imaging & Management Solutions** | Orthodontic and Dental Specialty imaging and practice management software.

### Senior Graphic Design | 04/2019 – 09/2024

Oversaw creative services for print, web, digital and multimedia advertising and communications.

- Developed dedicated micro-sites and navigation for GTM of urgent integration following a cyber-attack on a third-party partner by coordinating cross functional team participation into a coherent emergency campaign.
- Drove visual strategy and asset creation across all customer touchpoints for two SaaS application products, contributing to an increased customer base by 1800%, growing from 35 to 671 subscriptions.
- Managed brand design for 10+ annual user conferences, overseeing event collateral, microsites, and mobile apps, resulting in a 60% increase in attendance (2014–2020).

### Web and Multimedia Specialist | 07/2016 – 03/2019

Managed web, digital and video content creation.

- Elevated Dolphin's B2B brand through innovative, engaging marketing assets and campaigns.
- Produced custom digital assets, including ads, social media content, and retargeting campaigns, contributing to a 233% increase in social media followers.
- Designed templates for email campaigns, social media, and online marketing collateral for independent use by marketing and sales associates, enhancing efficiency and brand integrity.

### Graphic and Web Design | 08/2013 – 07/2016

Creation of graphic content for print and online communications.

- Enhanced B2B brand identity by aligning design elements with contemporary trends.
- Spearheaded website redesign through the creation and management of a proprietary CMS, reducing content delivery time by 70-80% and streamlining internal workflows.
- Collaborated with sales and marketing teams to develop impactful print and digital materials, including brochures, banners, and swag for conferences and promotional events.

## Additional Experience

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**Executive Presentations** | Video Editor | 05/2012 – 07/2013

**General Atomics** | Graphic Designer | 12/2006 – 05/2012

## Key Skills

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- **Design & Branding:** Digital/print design, multimedia production, brand consistency, and storytelling.
- **Creative Deliverables:** Templates for marketing channels, bespoke assets for blog posts, social media campaigns, event collateral, and swag design.
- **Process Optimization:** Streamlining workflows, creating scalable templates, and managing proprietary CMS systems.
- **Tools & Proficiency:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Canva, Figma, HTML, CSS, Content Management Systems, Digital Campaign Management Systems.
- **Cross-Functional Collaboration:** Partnering with sales, marketing, and product teams to align design strategies with business goals.

## Education

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**A.A. Visual Communication:** Al Collins School of Graphic Design, March 1996 – Oct. 1998

**Multimedia Certification:** San Diego Mesa College, Nov. 2008 – May 2010