

James Walkowiak

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Professional Summary

Senior Graphic Designer with 10+ years of experience developing engaging creative assets across print, digital, branding, and multimedia. Adept at visual storytelling, brand identity, and marketing collateral to elevate brand presence and business growth. Strong expertise in Adobe Creative Suite, typography, illustration, presentation design, and print production. Experienced in leading design projects from concept to execution, collaborating with cross-functional teams, and maintaining brand consistency across multiple platforms.

Experience

Dolphin Imaging & Management Solutions | B2B Legacy and SaaS software

Graphic Design, Web & Multimedia Specialist | 08/2013 – 10/2024

- Designed and executed creative concepts for branding, marketing campaigns, digital assets, print materials, event signage, and presentations.
- Developed and maintained comprehensive brand guidelines, ensuring consistency across all internal and external communications.
- Led creative execution for 10+ annual corporate events, producing high-quality signage, multimedia content, and marketing collateral, resulting in a 60% increase in attendance.
- Produced compelling digital assets, including motion graphics, infographics, and social media content, boosting engagement by 400%.
- Created polished, high-impact presentation designs for sales, leadership, and marketing teams, leveraging Keynote and PowerPoint.
- Provided expert-level photo editing and retouching, ensuring all assets met brand standards and enhanced visual storytelling.
- Managed multiple projects simultaneously, meeting deadlines in a fast-paced environment while ensuring a high level of creative excellence.
- Executed all video production and editing, contributing to promotional content and product demonstrations.
- Implemented scalable design templates, reducing asset production time by 40% while ensuring high-quality output.
- Applied advanced retouching techniques, including cropping, resizing, and color correction to enhance the visual quality of assets.
- Designed impactful website graphics, landing pages, and infographics that improved user experience and product awareness.
- Partnered with sales, product, and executive teams to develop compelling presentations, product labeling, and digital assets to support marketing goals.

Additional Experience

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

General Atomics, Aeronautical Systems Inc. | Graphic Illustrator III | 12/2006 – 05/2012

Key Skills

- **Design & Branding:** Visual storytelling, brand identity development, marketing campaigns, event branding, and campaign design.
- **Creative Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Canva.
- **Print & Digital Production:** Layout design, pre-press, print production, merchandise design, web design, and mobile-responsive UI.
- **Presentation & Marketing Assets:** Keynote, PowerPoint, marketing collateral, pitch decks, and business development presentations.
- **Illustration & Typography:** Custom illustrations, vector graphics, color theory, and visually creative typography, and editorial layout design.
- **Project Management:** Cross-functional collaboration, stakeholder communication, feedback integration, and multitasking in deadline-driven environments.

Education

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

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