

COURTNEY LAWSON

Senior Graphic Designer | Lead Illustrator | Brand & UX/UI Design

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SUMMARY

Senior Graphic Designer and Lead Illustrator with 15+ years of experience delivering brand identity, UX/UI, illustration, motion, and environmental design across digital and physical experiences. Proven ability to scale visual systems, lead cross-functional initiatives, and streamline creative workflows within lean teams. Skilled in Adobe Creative Suite, brand governance, and campaign asset management, with a track record of improving production efficiency by up to 45%, centralizing 5,000+ brand assets, and supporting company-wide rebrands. Recognized for translating complex concepts into cohesive, user-centered visual solutions that strengthen brand consistency and drive engagement.

CORE SKILLS

Brand Identity • Illustration • Iconology • UX/UI Design • Design Systems • Creative Direction • Motion Graphics • Campaign Design • Asset Management • Visual Storytelling • Typography • Color Theory • Environmental Graphics • Print Production • Tradeshow Design • Visual Merchandising • Wayfinding • Spatial Design • Cross-Functional Collaboration • Content Workflow Optimization

PROFESSIONAL EXPERIENCE

Procare Solutions — Graphic Designer / Lead Illustrator (2022–2024)

- Enhanced mascot and developed 12 characters used across 2,000+ assets, improving brand consistency.
- Contributed to rebrand across 9 departments, reducing turnaround time by 45%.
- Built centralized asset library (5,000+ assets), increasing adoption and reducing duplication.
- Improved production efficiency by 25% and reduced revisions.
- Led UX/UI strategy improving navigation and reducing support requests.
- Directed animations and visual assets for conferences and campaigns.
- Managed video/photoshoots and cross-channel design initiatives.

Stortz Design — Graphic Designer II / Interior Designer (2014–2019)

- Led branded environments including wayfinding and spatial design.
- Designed environmental graphics and signage systems.
- Managed 25+ client projects simultaneously.
- Developed mascot illustrations and campaign visuals.
- Executed print and large-format production.
- Supported tradeshow and event design.

The Duck Co — Graphic Designer / Interior Designer (2021)

- Developed merchandising plans for retail environments.
- Designed scalable tradeshow booth layouts.
- Created showroom and exterior design concepts.

Action Agendas — Graphic Design Support (2013)

- Prepared print-ready artwork and marketing materials.
- Managed high-volume print production workflows.

Additional Roles

- Painting with a Twist — Instructor / Manager
- Color Me Mine — Studio Manager

TOOLS

Adobe Creative Suite • Figma • PowerPoint • Google Workspace • Microsoft Office

EDUCATION

Bachelor in Graphic Design, Minor in Fine Arts — Colorado Mesa University