

# Mason Weis

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## SENIOR GRAPHIC DESIGNER

Highly creative, strategic, results-driven graphic designer offering expertise in comprehensive brand management, impactful illustration, and print and web design execution, converting concepts into engaging visual designs. Innovative business partner, effective communicator, and problem-solving project manager with a commitment to quality, efficiency, and professionalism who is known for cultivating and maintaining positive, productive relationships to lead in-house design projects from conception to successful completion, consistently elevating brand identities, and captivating audiences through effective visual communication. Collaborative leader and resourceful team contributor with demonstrated success in directing diverse, cross-functional teams to deliver innovative solutions and digital assets that spearhead engagement with targeted audiences and stay at the forefront of design trends to attain company goals.

## CORE COMPETENCIES

Communication - Written, Visual, Verbal | Brand Development / Management | Campaign Analysis | Customer Experience Enhancement | Internal / External Communications | Market Messaging / Research | Executive Vision Creation | Complex Project / Program Management | Influential Decision Making | Client / Partner Engagement | Stakeholder Relations

## TECHNICAL PROFICIENCIES

Graphic Design / Illustration | Adobe Creative Suite – Photoshop, InDesign, Illustrator, After Effects | Web Design | Figma | HTML, CSS, WordPress | Motion Graphics | Requirements Assessments | Troubleshooting | Quality Assurance | Risk Identification / Mitigation | Compliance | Analytics | Metrics | Legal / Regulatory Guidelines

## EXPERIENCE

### **MAINSTREET ADVISORS**, Chicago, IL **Graphic Designer**

**November 2017 – March 2024**

Led comprehensive brand management initiatives throughout the organization, meticulously maintaining uniformity in client communications and digital / print assets, resulting in a significant elevation of the firm's public perception.

- Created branding and design for numerous trade shows including digital marketing campaigns, collateral materials, banners, and other related materials.
- Guided the design and art direction for pivotal projects, such as website and publication redesigns, client conferences, collateral materials, C-suite slide deck presentations, and customized client newsletters, resulting in heightened client engagement through innovative design solutions.
- Optimized the production of branded materials, by seamlessly integrating design expertise and technical programming skills, leading to a more efficient and visually appealing outcome.
- Fostered collaboration across departments to guarantee that all outward-facing materials adhered to the firm's renowned high-quality design standards.

### **FREELANCE**, Chicago / Champaign, IL **Designer**

**January 2016 – December 2017**

Developed brand identities and marketing materials, showcasing versatility in design from brand identity design to custom illustrations for clients including the Illinois Marathon, Midwest High-Speed Rail Association, Champaign County Chamber of Commerce, Quality Logo Products, and Champaign County CASA.

### **PERKSPOT**, Chicago, IL **Design Associate**

**March 2017 – October 2017**

Crafted promotional materials for key clients including Southwest Airlines, Toys R Us, Lyft, and Starbucks, aligning with brand guidelines to maintain consistency and strengthen PerkSpot's market presence.

- Enhanced PerkSpot's online presence by developing brand-aligned content for social media, increasing visibility and interaction from the company's target audience.

**UPCLOSE PRINTING**, Champaign, IL**September 2016 – January 2017****Graphic Designer**

Executed a range of design projects under the art director's supervision, demonstrating high-quality output and efficiency in a fast-paced environment.

- Managed multiple projects simultaneously, showcasing strong organizational skills, prioritization, and on-time project delivery.

**EDUCATION****Bachelor of Science, Visual Communication**, Minor in English

Illinois State University, Normal, IL

**PROFESSIONAL AFFILIATIONS**

AIGA, the Professional Association for Design, Member