



# Mason Weis

Senior Graphic Designer

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## Core Competencies

Communication | Brand Development / Management | Campaign Analysis | Customer Experience Enhancement | Market Messaging / Research | Complex Project / Program Management | 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 | Typography | Branding & Identity | Art Direction | Video Editing | Digital Marketing | Photography

## Experience

### MAINSTREET ADVISORS, CHICAGO, IL

*Graphic designer (November 2017 - March 2024)*

- Guided comprehensive brand management initiatives for the organization, standardizing up to 10 client communications weekly and overseeing the creation of nearly 100 digital and print assets monthly, enhancing the firm's public perception.
- Created internal branding and design for nearly 15 trade shows annually, including digital marketing campaigns, collateral materials, banners, and other related materials.
- Led art direction for pivotal initiatives like website revamps, publication redesigns, annual client conference, C-suite presentations, custom client newsletters, and collateral materials, maintaining brand integrity for 60 client banks and enhancing customer engagement.
- Optimized the production of branded materials, by seamlessly integrating design expertise and technical programming skills, reducing the overall time of production by up to 75%.
- Fostered collaboration across departments to guarantee that nearly 100 outward-facing materials adhered to the firm's renowned high-quality design standards on a monthly basis.
- Collaborated with clients to create between 5 to 10 pieces a month, enhancing client satisfaction.

### FREELANCE, CHICAGO / CHAMPAIGN, IL

*Designer (January 2016 - December 2017)*

- Developed 3 brand identities and over 50 designs monthly clients including the Illinois Marathon, Midwest High Speed Rail Association, Champaign County Chamber of Commerce, Quality Logo Products, and Champaign County CASA.
- Managed relationships with over 10 clients, working together to ensure client satisfaction.

### PERKSPOT, CHICAGO, IL

*Design Associate (March 2017 - October 2017)*

- Crafted 10 to 15 promotional materials a week 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 up to 10 pieces of brand-aligned content for social media each week, increasing visibility and interaction from the company's target audience.

### UPCLOSE PRINTING, CHAMPAIGN, IL

*Graphic Designer (September 2016 - January 2017)*

- Executed up to 25 design projects on a weekly basis under the art director's supervision, demonstrating high quality output and efficiency in a fast-paced environment.
- Managed projects simultaneously for over 50 clients, showcasing strong project management, prioritization, and on-time project delivery.

## Education

### BACHELOR OF SCIENCE, VISUAL COMMUNICATION, MINOR IN ENGLISH

Illinois State University, Normal, IL