VISION. EXECUTION. IMPACT.

Elias Thorne.

SENIOR GRAPHIC DESIGNER & BRAND STRATEGIST

IDENTITY ARCHITECT | PIXEL PERFECT



DESIGN WITH PURPOSE

Profile

Graphic designer with eight years of experience building cohesive brand systems for fintech, retail, and tech industries. I specialize in bridging the gap between high-level creative strategy and technical production. I have led teams through complex rebranding projects, focusing on visual storytelling that converts. My approach combines aesthetic precision with a deep understanding of user behavior and digital market trends.

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Skills

- Advanced Brand Identity Systems
- UI/UX Prototyping & Strategy
- Typography & Grid Foundations
- Print Production & Pre-press
- Motion Design & Art Direction

Proficiencies

Adobe Illustrator

Figma / UI Tools

After Effects

Photoshop

Certifications

Adobe Certified Professional
Visual Design Mastery | 2024

Experience

2022 - Present | San Francisco, CA
Senior Graphic Designer, Nexus Creative Agency

- Spearheaded a comprehensive brand visual identity overhaul for a top-tier fintech firm, resulting in a 45% increase in user engagement on mobile interfaces.
- Lead a team of four junior and mid-weight designers, implementing a new design workflow that reduced project turnaround time by 20%.
- Direct high-budget photographic and video shoots for digital marketing campaigns, maintaining brand consistency across 12 unique market segments.

2018 - 2022 | Austin, TX
Mid-Weight Brand Designer, Studio Flux

- Developed 15+ full brand identity systems for mid-market retail clients, contributing to a 30% reduction in production costs via standardized asset libraries.
- Collaborated with UX researchers to translate complex data into digestible infographics, increasing whitepaper download rates by 35% year-over-year.

2016 - 2018 | Chicago, IL
Junior Graphic Designer, Peak Marketing

- Managed 50+ monthly digital ad deliverables for diverse clients, ensuring 100% adherence to technical specifications and deadline requirements.