

Resume

Sharon Harms

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Professional Summary

- Award-winning graphic designer and production specialist with 20+ years of experience
- Expert mechanical art production with exceptional attention to detail, highly adept at working in Adobe Creative Suite programs, with advanced skills in InDesign, Photoshop, and Illustrator
- Extensive expertise in a wide range of media including print, digital, collateral, websites, social, signage, environmental, presentations, and video
- Accustom to working within established design and style guidelines
- Exceptional collaborative and interpersonal skills for effective communication with supervisors, client management, design teams, and external partners
- In-depth knowledge of design processes, workflow, project management, and relevant production technologies
- Highly organized and accustomed to performing in deadline-driven environments with an emphasis on delivering well-crafted materials within budget requirements
- Well-developed written and verbal communication capabilities

Professional Experience

Freelance Graphic Designer Production Specialist at Sharon Harms Creative

June 2017 to Present

- Provide graphic design and production services for a wide range of product, marketing, advertising, and communication needs
- Work with clients including HCA Healthcare, Reliant Bank, Smile Direct Club, Vanderbilt University Medical Center, Vanderbilt Health, and Dollar General
- Design and produce print, digital assets, collateral, editorial, websites, presentations, social media, emails, environmental graphics, vehicle graphics, and outdoor
- Produce press-ready print files, approve color proofs, and conduct press checks
- Design and produce websites on the Wix platform
- Create vector and raster illustrations
- Conduct visual asset searches (photo and illustration), provide retouching and digital manipulation
- Work within established brand guidelines and develop new brand guidelines when needed
- Collaborate with creative directors, design teams, writers, editors, photographers, illustrators, video editors, and printers
- Establish schedules, timelines, and deadlines for print, digital, and video projects
- Manage estimating processes for freelance talent, engraving, printing, photography, illustration, and video productions

Associate Creative Director, Graphic Designer, and Producer at Lewis Communications, Nashville, TN

July 2013 to June 2017

- Responsible for concept development, design, and production of multi-channel marketing campaigns for clients including GooGoo Clusters, Vanderbilt Children's Hospital, Ascend Federal Credit Union, Wake Forest Health, Vanderbilt Health, and the Nashville Zoo

- Designed print, digital assets, collateral, branding, websites, emails, social media, invitations, presentations, television commercials, outdoor and environmental graphics
- Collaborated with creative directors, writers, design teams, and external partners including photographers, illustrators, digital developers, video editors, and printers
- Directed photo shoots
- Created press-ready print files, approved color proofs, and conducted press checks
- Managed estimating processes for freelance talent, engraving, printing, photography, and video productions
- Established schedules, timelines, and deadlines for print, digital, and video projects

Group Creative Director at The Buntin Group, Nashville, TN

April 2012 to July 2013

- Responsible for creative concept development, design, and production supervision of integrated marketing and advertising campaigns for national clients including Chinet, RBC, and Brookdale Senior Living
- Designed print ads, digital display ads, media kits, television commercials, outdoor, sales videos, and presentations
- Collaborated with creative directors, design teams, writers, photographers, illustrators, and video editors
- Directed photo shoots
- Approved color proofs and conducted press checks for print projects
- Managed estimating processes for photography, retouching, and CGI projects
- Established timelines and managed schedules for print, digital, and video projects
- Worked with external partners to ensure high-quality standards of printed materials

Graphic Designer, Project Manager, and Print Producer at Sharon Harms Creative, Asheville, NC

March 2002 to April 2012

- Created marketing and communications materials for a wide range of clients by providing concept development, design, and production
- Designed editorial features, publications, brochures, websites, brand identities, and print ads
- Collaborated with freelance designers, writers, and digital developers
- Directed photo shoots
- Responsible for all aspects of print production including estimating, establishing deadlines, managing schedules, color proofing, press checks, and delivery
- Managed estimating processes and supervised photography and web development

Additional Experience

Graphic Designer at Hammock Publishing, Nashville, TN

Senior Art Director at Crispin Porter+Bogusky Advertising, Miami, FL

Associate Creative Director at DMB&B Advertising, St. Louis, MO

Portfolio

Sharonharmscreative.com

References

Upon request