

Ceirra Duetsch

Lead Graphic Designer

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☎ (174) 526-4083

📍 34 Peach Street, Atlanta, GA
30303

Education

Bachelor of Fine Arts in Graphic Design at Savannah College of Art and Design

Aug 2012 - May 2017

I have learned how to use industry standard software to create digital art, illustrations, and designs.

Links

[linkedin.com/in/ceirraduetsch](https://www.linkedin.com/in/ceirraduetsch)

Skills

Adobe Creative Suite

Typography

Layout design

Color theory and color correction

Image editing and retouching

Vector illustration

Raster illustrations

Languages

English

Dutch

Profile

I have over 5 years of experience as a lead graphic designer. I have created designs for both digital and print media, including websites, logos, brochures, and more. My work is characterized by its clean and modern aesthetic. In addition to being an excellent communicator and team player, I am also highly skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as HTML/CSS coding.

Employment History

Lead Graphic Designer at The Home Depot, GA

Mar 2022 - Present

- Led a team of 4 designers in the creation of 100+ marketing collateral pieces for the launch of a new product line.
- Successfully managed and executed 15 major projects from start to finish with zero errors within budget and ahead of schedule.
- Created an innovative design system that increased efficiency by 30% and reduced production costs by \$15,000 per year.
- Designed a highly successful direct mail campaign that generated \$2 million in sales within two months.
- Won “Best In Show” at the annual company-wide design competition for three consecutive years (2014-2016).

Graphic Designer at Delta Air Lines, GA

Sep 2017 - Feb 2022

- Led a team of 3 designers in creating a 200-page product catalog for an international client, on time and within budget.
- Conceptualized and designed the layout for a 240-page coffee table book commemorating a company’s 50th anniversary.
- Was solely responsible for designing all print collateral for a major trade show which included: invitations, programs, signage, exhibit booth graphics etc.
- Redesigned website for top law firm in the city resulting in 15% increase in online inquiries.
- Created annual report design that was so well received it was adopted as template by other departments within the organization.

Certificates

Adobe Creative Suite Master Certification

Dec 2020

Apple Certified Pro

Jun 2019

Memberships

American Institute of Graphic Arts (AIGA)

Graphic Artists Guild (GAG)