



Elsa Voight

SENIOR GRAPHIC DESIGNER

Email: evcreativestudios1@gmail.com • Portfolio: www.evcreativestudios.com • Wisconsin, USA • (715) 577-8071

Professional Summary

Senior brand and graphic designer with 15+ years of experience developing cohesive visual systems, marketing campaigns, and communications across healthcare, corporate, digital, print, and events. Experienced in translating complex information into clear, compelling visual solutions while maintaining brand consistency across diverse audiences and channels. Strong background in brand standards, presentations, sales and marketing collateral, event design, and end-to-end project ownership, with advanced Adobe Creative Suite skills and AI-assisted creative workflows.

Core Skills

Areas of Expertise

- Brand Strategy & Visual Systems
- Brand Standards & Visual Consistency
- Creative Strategy & Concept Development
- Brand Integration & Scalable Systems
- Campaign & Marketing Design
- Sales & Marketing Collateral
- Typography, Layout & Visual Hierarchy
- Digital, Print & Presentation Design
- Event & Trade Show Design
- Complex Information & Visual Communication
- AI-Assisted Creative Development
- End-to-End Creative Ownership

Technical Skills

- **ADOBE:** InDesign, Illustrator, Photoshop, Acrobat, After Effects
- **DESIGN & COLLABORATION:** PowerPoint, Figma (Basic), Canva, Monday.com
- **AI:** ChatGPT, Adobe Firefly, AI-Assisted Workflows
- **MICROSOFT:** Word, Excel, Outlook
- **DIGITAL:** Digital & Social Design, Web Graphics, Interactive PDFs, HTML/CSS (Basic)
- **BRAND & MARKETING:** Brand Systems, Brand Guidelines, Campaign Materials, Sales & Marketing Collateral, Presentations, Templates & Toolkits
- **PRODUCTION:** Digital & Print Production, Event & Trade Show Materials, Vendor-Ready Files

Professional Experience

Center for Vein Restoration (CVR) – Remote

Lead Graphic Designer: October 2021 – Present

- **Lead brand and creative design for a national healthcare organization** supporting 130+ clinics and 90+ physicians across digital, print, social, email, presentations, and events.
- Translate complex business and healthcare objectives into clear visual communications across diverse audiences and channels.
- Develop campaigns, marketing collateral, presentations, templates, signage, and co-branded assets.
- Own projects from concept through final production, managing multiple priorities, feedback, deadlines, and deliverables.
- **Lead creative direction and production for VISION, a 1,000+ attendee national medical convention**, creating presentations, environmental graphics, event collateral, and branded experiences; **recognized as a 2026 Top Performer**.

Ashley Furniture Industries, LLC – Arcadia, Wisconsin

Graphic Designer: June 2011 – October 2021

- **Maintained brand consistency across national and international markets** through retail, print, and in-store marketing.
- **Led design of 600+ page retail catalogs**, applying typography, visual hierarchy, editorial layout, and visual storytelling across high-volume content.
- Managed creative projects from concept through production, balancing competing priorities, deadlines, and deliverables.
- Collaborated cross-functionally to deliver polished, brand-aligned creative in a fast-paced environment.



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Education

Lindenwood University – St. Charles, Missouri (Online)

Master of Arts in Graphic Design (In Progress) • Anticipated Graduation: December 2026

Thesis: *Color Shift: A Graphic Design Process Book Exploring How Color and Motion Influence Emotional Perception and Brand Connection in Affordable Women's Fashion Jewelry*

Research areas: Branding, color theory, visual communication, design process, user perception

University of Wisconsin – Stevens Point (UWSP)

Bachelor of Fine Arts, Graphic Design

Minor: Spanish

Graduated May 2011, Cum Laude (GPA: 3.57)

Professional Development

- Adobe Professional Certification – Illustrator (2025)
- Principles of Design for Animation Bootcamp (2024)



Teaching & Community Leadership

- **Licensed Zumba® Instructor** since 2018, leading engaging group classes for diverse audiences.
- **Organize and teach** donation-based Zumba® classes supporting community fundraisers and local food drives.
- Mission trip to Honduras providing clinic support, Spanish translation, and community outreach.

Awards

- **2026:** Top Performer, Marketing Department, Center for Vein Restoration
- **2024:** Distinction Award for Design, 30th Annual Communicator Awards

