

CALVIN WILKINS
Senior Designer

Telephone: +1 509 953 7067
E-mail: ctw@calvinwilkins.com

calvinwilkins.com

SKILLS

Adobe Creative Cloud

Indesign, Illustrator, Photoshop,
After Effects, Premier

UI/UX Tools

Figma, Sketch, XD

Project Management Tools

Slack, Asana, Microsoft Teams,
Google Workspace

3D Design & Animation Tools

C4D R21, Blender, Dimension

- Art Direction
- UI/UX Design
- Branding
- Project Management
- Training/Mentoring
- Web/Print Design
- HTML, CSS, JS
- Video Editing
- 3D Animation
- Motion Graphics

CERTIFICATIONS

Foundations of User Experience (UX) Design / Google

Enterprise Design Thinking Practitioner / IBM

EXPERIENCE

Senior Graphic Designer / USAA (Contract)

Jan 2021 - Present

- Collaborates with staff to migrate information to a new web-based wiki platform (Confluence) during a company-wide modernization effort
- Designs branded templates for internal USAA wiki websites
- Serves as a USAA Wiki Business Lead responsible for managing wiki spaces, assets and user permissions
- Manages multiple projects across different teams under tight deadlines
- Trains and mentors teammates on web/graphic design best practices
- Launch internal email campaigns for new team initiatives
- Develops online training video series for complex IT processes
- Designs supporting Iconography, branded illustrations & infographics

Creative Director / CTW Design (Freelance)

Jan 2012 - Present

- Conducts design pitches for clients
- Engages with business owners to redesign/build visual brands
- Builds beautiful and user-centric WordPress sites
- Manages teams of creatives to carry out social media campaigns and production work for clients under tight deadlines
- Provides corporate training for WordPress, Indesign & Powerpoint

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EXPERIENCE

Director of IT and Graphic Design / Veritas Global Dec 2018 - Dec 2020

- Conceptualized visual identity for Veritas and international subsidiaries
- Launched international rebrand campaign for Veritas Global Protection
- Led an international creative team to design branded websites, print collateral & digital materials in three languages (Polish, French, and Spanish)
- Led a company-wide migration to WFH to keep call center active and sustain sales during a global health crisis
- Managed IT team to maintain, secure and improve Veritas network and call center
- Designed and managed the buildout of new Veritas HQ office space
- Implemented inventory management solution to store, monitor, and ship print materials sent to over 2,300 dealers

Graphic Designer / JFCSAZ Jan 2017 - Dec 2018

- Revamped and strengthened the brand of a \$52 million dollar healthcare agency
- Created and managed all marketing materials (digital & print) for 7 site locations
- Produced donor acquisition campaigns through email, print and web bringing over \$2M in yearly donations
- Designed, marketed, and branded yearly donor event Brighter Tomorrow Luncheon
- Collaborated with outside agencies to design jfcsaz.org

Graphic Design Intern / Allegra Marketing & Print Oct 2015 - Nov 2015

- Selected by Allegra for a graphic design internship through SCC's Honors Program
- Designed/coded over 15 web-to-print sites for large accounts
- Created templates for client using a new program for Allegra's web-to-print site
- Hosted staff trainings and created documentation for my process

EDUCATION

Arizona State University

Bachelor of Science
Non-Profit/Public/Organizational Management

Scottsdale Community College

AAS (Honors Distinction)
Graphic Design