

CAREN A BEVERIDGE

Senior Brand Designer & Creative Lead

CONTACT

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(704) 996-2993 
Victor, NY 
My portfolio 
LinkedIn 

EDUCATION

B.A.
Marketing
Rider University
Lawrenceville, NJ
May 2006
A.A.
Fine Arts
Onondaga Community College
Syracuse, NY
May 2003

SKILLS

CC Photoshop
CC Illustrator
CC InDesign
CC Dreamweaver
Figma
HTML/ CSS
Microsoft 365
Hubspot
Ektron CMS
Docebo
WorkFront
Canto
Shopify

CAREER OBJECTIVE

Creative Lead & Senior Brand Designer with over 15 years of experience building scalable visual identities, driving cross-channel marketing campaigns, and supervising multi-disciplinary creative operations. Expert in Adobe Creative Cloud, knowledgeable in HTML/CSS, with a proven track record of translating complex product requirements into clean, high-contrast visual systems across web, email, social, and print. Experienced in deploying AI-assisted design tools and managing digital asset management (DAM) platforms to maximize workflow speed and brand consistency.

WORK EXPERIENCE

CREATIVE SERVICES SUPERVISOR

FULL-TIME REMOTE

BSS / 2011-CURRENT / CHARLOTTE, NC

- **Creative Direction & Brand Asset Production:** Lead creative direction and multi-channel asset production across web, email, social, paid media, and print, ensuring strict adherence to brand guidelines and high-quality visual execution.
- **Cross-Functional Strategy & Scheduling:** Partner with the Creative Services Manager, e-commerce, sales, and PR/marketing teams to establish production calendars, align resource allocation, and strategize budget and onboarding needs.
- **Digital Asset Management & Scalable Systems:** Architect and maintain scalable digital asset management (DAM) systems in Canto, structuring reusable brand frameworks, design templates, and cross-team workflows to accelerate production speed.
- **AI Tool Integration & Rapid Prototyping:** Integrate AI-assisted creative tools into daily design workflows to prototype concepts rapidly, generate custom visual assets, and elevate overall design output.
- **End-to-End Print & Prepress Management:** Oversee the full print production lifecycle from planning to distribution, managing vendor relationships, organizing press checks, and conducting rigorous quality assurance proofing.
- **Process Optimization & Problem Solving:** Identify potential project bottlenecks and implement proactive workflow improvements and issue-tracking solutions (KACE) to prevent recurring execution errors.
- **Team Leadership & Brand Liaison:** Mentor creative team members to maintain focus on strategic goals while acting as the primary production liaison for partner brands and providing hands-on design execution when needed.

PRODUCTION ASSISTANT/ DESIGN

CNS / 2007-2010 / CHARLOTTE, NC

- **Brand & Visual Design:** Designed custom logos, website graphics, print advertisements, apparel, and press release visuals to maintain a consistent brand identity across digital and print media.
- **Media Production & Art Direction:** Directed set design and camera operation for in-house media productions, managing equipment setup, script continuity, and visual execution during shoots.
- **Asset & Library Management:** Structured and maintained the company's video library database, cataloging footage, logs, and video transcriptions to optimize media retrieval and workflow efficiency.
- **Creative Writing & Quality Control:** Researched, drafted, and proofread promotional messaging and release materials, ensuring high quality standards and brand consistency across all public-facing content.

