

# Carolyn Cox MA

DIRECTOR OF PRODUCTION AND DESIGN

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## PROFESSIONAL SUMMARY

Experienced and versatile Director of Production with a proven track record of leading cross-functional teams in website production and design, resulting in substantial increases in client revenue and online engagement. Adept at seamlessly transitioning between leadership responsibilities and hands-on design work, with a strategic approach to design that incorporates conversion-focused elements and user-centric design principles. Recognized for driving successful branding initiatives, achieving record-breaking sales in NFT markets, and delivering cutting-edge designs across various industries, showcasing proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom), Figma, Procreate, and Cinema4D.

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## SKILLS

**Professional Skills:** Interpersonal Relations/Management | Market Research | Self-Reliability | Client Management  
Attention to Detail | Adaptability | Collaboration

**Technical Skills:** Adobe Creative Suite | Figma | User-Centric Web Design | Logo and Branding Design | UX/UI  
Psychological Color Theory | Print Media Design | Advertisement Design

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## PROFESSIONAL EXPERIENCE

**Director of Website Production and Design** | Creator Marketing | Remote | July 2023 - Present

In my current and most recent role with a marketing and advertising agency, my day-to-day consists of, but is not limited to the following:

- Leading a team of designers, developers, and copywriters, driving the creation and delivery of revenue-centric websites and sales funnels for diverse clientele.
- Managing communication between the website production team and communications, sales, and advertising.
- Transitioning between leadership responsibilities and hands-on design work, producing captivating website and funnel designs, as well as visually compelling photo ads, ensuring consistent and impactful branding across projects.
- Utilizing a strategic approach to website production, implementing conversion-focused elements and user-centric design principles, resulting in demonstrable increases in client revenue and online engagement.

**Autonomous Logo & Brand Designer** | Sleepy Goose Studio | Westminster, MD | May 2018 - Present

In my autonomous role in a design studio that specializes in logo curation and branding design, my day-to-day consists of, but is not limited to the following:

- Working across various industries, including but not limited to fin tech, government, small businesses, and healthcare.
- Maintaining a professional and client-centric approach, prioritizing professionalism and client satisfaction, building and maintaining strong client relationships through effective communication.
- Taking ownership of projects from start to finish, including design, customer communications, business logistics, and self-directed marketing.
- Demonstrating a proactive approach by staying updated with industry trends through online observations and conducting tailored market research for each client, allowing for the delivery of cutting-edge designs.
- Successfully conceptualizing and executing complete branding projects under strict time restrictions, including logo design, branding marks, typography styling, color palette curation, and additional services like apparel and packaging design.

**Lead Graphic Designer** | Vendible Labs | Nashville, TN | June 2022 - January 2023

In my role with a grant-funded web3 identity protection service, my day-to-day consisted of, but was not limited to the following:

- Led a team of 4-5 individuals, providing clear artistic direction and designing innovative layouts using Adobe Illustrator, Photoshop, and Figma.
- Achieved the highest selling NFTs on Polygon and Ethereum's marketplaces and drove over 30k subscriptions through compelling imagery.
- Spearheaded full company rebranding initiatives, collaborating closely with the CEO and COO to deliver visually compelling designs that captured the brand's identity.
- Built strong stakeholder relationships, curated whitepapers and graphics for feature launches, and presented creative decisions effectively.

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## EDUCATION

MA Graphic Design and Visualization  
BA Studio Art  
BA Business Administration

Loughborough University, Loughborough UK  
McDaniel College, Westminster, MD USA  
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