

CORTNEY MARSHALL

DESIGNER / ART DIRECTOR / STORY TELLER

Contact

cortneymarshall.com

717-858-4027

cortneymarshall@gmail.com

linkedin.com/in/cortneymarshall

Skills

Adobe Photoshop, Illustrator, InDesign, Figma, XD, Sketch, Lightroom, Premier, After Effects, InVision, Wordpress, Microsoft Word, Excel, Power Point, HTML, CSS, Google Drive, Hootsuite, Asana, Basecamp, and Mailchimp

Education

Visual Communications BFA

University of Delaware 2015
Newark, DE

VCUK London Study Abroad 2014

Studied for 5 weeks immersed in the design and advertising industry of London.

SENIOR DESIGNER + UI/UX DESIGNER. Contrast & Co.

Annapolis, MD / Remote (2022 - Present)

- Implements fresh brand activation across digital, social, and print products
- Manages front end website design including UI and UX
- Develops component libraries and processes for interactive team
- Client sectors include: cybersecurity, real estate, legal, and healthcare

FREELANCE DESIGNER/ART DIRECTOR.

Remote (2018 - Present)

- Creates visual solutions for clients through branding, graphic design, conceptual development, media production, quality assurance, and web design
- Specializes in art direction for hospitality, lifestyle, wellness, nonprofits, and events
- Clients include: The North Face, The Home Depot, True Chesapeake Oyster Co. and The Persad Center

SENIOR DESIGNER. idfive

Baltimore, MD / Remote (2019-2022)

- Designed responsive, user-focused, large scale websites for higher education and mission-based clients
- Created strategic concepts for advertising campaigns produced across digital, print, OOH, and social media
- Art directed photo and video shoots for campaigns
- Lead design for idfive social media, producing the agency's first Instagram Reels and IGTV series
- Refined media production process, bridging the gap between the creative and media teams
- Clients included: University of Washington, Johns Hopkins Medicine, Sheppard Pratt, George Mason University, Center for Astrophysics | Harvard Smithsonian

SENIOR CREATIVE SPECIALIST. FX Well

Baltimore, MD (2018)

- Designed and marketed health management programs, digital fitness challenges, and events
- Monitored email marketing data to ensure communications were distributed effectively
- Worked directly with CEO and Product Team to design UI/UX for proprietary digital fitness app
- Ensured new app features and interfaces aligned with evolving brand goals and style
- Implemented user testing and user persona development
- Clients included: Under Armour, Kaiser Permanente, Bozutto Group

DESIGN AND MARKETING SPECIALIST. FX Well / FX Studios

Baltimore, MD (2015-2018)

- Lead art direction on marketing including print, digital, social media, and business development
- Captured photo and video content of events
- Implemented a rebrand across all print collateral, on-site signage, digital, and social media
- Designed marketing for all brand channels including Under Armour Performance Center, FX Well, and FX Physical Therapy

ART DIRECTOR INTERN. kirshenbaum bond senecal + partners

New York, NY (2015)

- Designed assets for the 2015 Super Bowl campaign that introduced the BMW i3.
- Created digital media, email blasts, and print collateral