GRACE MCNAMARA

SENIOR CREATIVE SPECIALIST

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Sacramento, California

SKILLS/EXPERTISE

- Adobe Creative Cloud (Illustrator, InDesign, Photoshop, AfterEffects)
- Figma
- Microsoft 365 (Excel, PowerPoint, Word)
- Project Management Tools (HIVE, Microsoft Teams, Figma, Adobe Creative Cloud Libraries)
- Production Design
- RFP Documentation
- Social Media Management
- Web Design
- Digital and Print Design
- Identity and Brand Development
- Marketing and Advertising
- Photography and Editing
- UX/UI Design
- Visual Communication

SOFTWARES

COURSES

- **Motion Graphics Certification, Academy X (2022)**
  Specialized in animation, visual effects, and motion design software (Adobe After Effects, Cinema 4D).
- **Figma UI/UX Design Advanced**   An in-depth course focusing on mastering Figma for complex UX/UI design projects, provided by UX Design Institute.

Background

Passionate and results-driven Senior Creative Specialist with 6+ years of experience bringing creative concepts to life across digital and print platforms. Expert in taking projects from ideation to execution while delivering innovative design solutions that boost brand visibility and engagement. Highly proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), with a meticulous eye for detail and a passion for creating clean, compelling visuals. Skilled in branding, visual story telling, and user-centric design, with a strong focus on maintaining consistency and exceeding client expectations.

Job and Experience

Senior Creative Specialist, 2022 - Present
Randle Communications

- Conceptualized and executed innovative designs for an assortment of print and digital materials (brochures, presentations, one pagers, social media graphics etc.) for Covered California's 2024 Open Enrollment theme of "Let's Talk Health" for educational workshops across California libraries. Focused on simplifying health insurance information to enhance health literacy, increase community engagement, and support the Open Enrollment process. Resulted in a record-setting 800,000 enrollments and a historic low uninsured rate of 6.4%, with designs tailored for diverse communities and multi-language accessibility.
- Designed logo and social media content for CMTA's "Safely Making California" Initiative that amplified brand recognition, drove engagement, and supported the production and delivery of over 90 million PPE items, connecting over 400 million manufacturers with buyers during the COVID-19 pandemic.
- Spearheaded a redesign and marketing materials for C.A.R.'s Legislative Day 2024, following the theme of 'Building Bridges, Connecting Communities,' leading to a record-breaking attendance of over 2,700 REALTORS®—the largest in the event's 51-year history.
- Worked alongside internal event planner to design a digital invitation for VISA's 2023 Commercial Payments International Global Summit (CPI) event in New York city to advertise on their LinkedIn page. Successfully attracted over 300 industry experts, a new record compared to previous years.
- Collaborated with the creative director and videographer team to brainstorm the creative vision, set up lighting and props, and animated, cut, and edited the final videos for Dignity Health's "Heart Healthy Tips" campaign. This resulted in a series of engaging videos that successfully boosted awareness and engagement across platforms.
- Developed "Where the Change Happens" bilingual logos and cohesive brand identity across all social media channels which elevated engagement with a 25% attendance increase (nearly 3,000 attendees).
- Enhanced on-brand design capabilities for Blue Shield of California and simplified complex health insurance information, resulting in 15% increase in member enrollment.
- Crafted visually impactful branded RFP's that contributed to winning key contract and securing long-term client partnerships with the following companies: Covered California, The City of West Sacramento, Golden 1, Blue Shield of California, and many more.

Creative Service Specialist, 2019 - 2022
Randle Communications

- Pitching fresh ideas that elevated client campaigns across multiple channels.
- Developed and maintained distinctive branding that authentically reflected clients' missions, voices, and target audiences.
- Ensured design quality and met industry standards by staying updated on the latest design and marketing trends.

Education

Bachelor of Arts

University of California, Davis

Academic Excellence in Graphic Design | 2018