

SUMMARY

Creative and brand-obsessed Senior Visual Designer with over 10 years of experience specializing in branding, layout, motion design, and user-centered digital solutions. Expertise in creating best-in-class visuals across digital, print, event and video platforms using Adobe Creative Suite and other design tools. Proven track record in delivering innovative design solutions that drive engagement, improve user experience, and meet business objectives. Skilled at collaborating with cross-functional teams, delivering quick iterations based on data insights, and creating visually appealing content to enhance customer experiences.

WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER *February 2023 – June 2025*

AMSG / DHS Dept. of Homeland Security Contract | Remote

- Led design efforts to create brand-consistent marketing materials (social media, email campaigns, and infographics) that enhanced audience engagement.
- Developed adaptable templates to maintain visual consistency across platforms, increasing internal usage and adoption.
- Partnered with cross-functional teams to design signage, event graphics, and printed materials, contributing to a prestigious DHS Under Secretary Award.
- Applied data visualization principles to create visually compelling brochures and factsheets to communicate complex research findings to stakeholders.

MULTIMEDIA DESIGNER *March 2021 – December 2022*

AvePoint | Arlington, VA

- Produced high-quality motion graphics, dynamic visuals, and data visualizations for campaigns, resulting in enhanced user engagement.
- Collaborated with teams to design infographics, white papers, and digital assets, leveraging user data to refine creative outputs.
- Managed end-to-end production of video content, ensuring timely delivery of high-impact creative assets.
- Focused on user-centric design principles, optimizing visual communication for educational and promotional purposes.

GRAPHIC DESIGNER *February 2018 – January 2021*

BluVector / Comcast | Arlington, VA

- Designed original branding materials for campaigns across digital, print, and social platforms, contributing to a 150% increase in website traffic.
- Developed and implemented a comprehensive brand identity system, ensuring consistency across all internal and external communications.
- Collaborated on UI/UX design, leading to an improved user interface and enhanced user experience across digital assets.
- Delivered effective presentations and sales materials that simplified complex technical information for clients.

CONTACT

(757) 621-9225 Alexandria, VA

blairretnauer@gmail.com

[in](https://www.linkedin.com/in/blairretnauer) [linkedin.com/in/blairretnauer](https://www.linkedin.com/in/blairretnauer)

[blairretnauer.com](https://www.blairretnauer.com)

EDUCATION

Bachelor of Fine Arts

Studio Art, Concentration in Animation

VIRGINIA TECH UNIVERSITY

2013 - 2017

Art History Minor

Contemporary Art

VIRGINIA TECH UNIVERSITY

2013 - 2017

SKILLS

- Branding Identity Design & Guidance
- Digital, Print & Social Media Asset
- Data Visualization & Infographics
- Motion Graphics & Video Production
- Typography & Layout Design
- Creative Concept Development
- Photography & Retouch Editing
- UI/UX Design & Prototyping
- Custom Illustration & Iconography
- Presentation & Pitch Deck Design
- Responsive Web & Mobile Design
- Print & Marketing Collateral
- Storytelling Through Design
- Fast-Pace & Startup Environments
- Cross-Functional Team Collaboration

SOFTWARE

- Adobe Creative Suite
 - InDesign
 - Illustrator
 - Photoshop
 - Premiere Pro
 - After Effects
 - FireFly
- Microsoft Office
 - Word, PowerPoint, Excel
- Google Workspace
 - Docs, Slides, Sheets
- Figma
- Monday.com, Asana, Jira
- AI: MidJourney, Dall-E, Copilot