

Courtney DeNoto

Brand Identity & Development



education

**Alfred University,
School of Art and Design**
2009 - 2013

Bachelor of Fine Arts,
Concentration: Graphic Design
Minor: Marketing

skills

Branding
Marketing
Illustration
Visual Design
Art Direction
Design Thinking
Concept Development
Wireframing
HTML & CSS
Prototyping + UX/UI

toolbox

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Office
Figma
Ceros
Canva
Sketch

ask me about

Tarot cards
My makeup obsession
RuPaul's Drag Race
Why I love 🌟 the emoji

let's chat!

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experience

Senior Graphic Designer

Meltwater · 2021 - Present

- Led the strategic conceptualization, design, and execution of diverse print and digital brand materials for a prominent SaaS and media monitoring company, ensuring a cohesive and impactful brand representation across marketing collateral, promotional items, and digital assets.
- Oversaw the entire life cycle of the company's visual identity, from conceptualization to implementation, ensuring alignment with business goals, resonance with the target audience, and consistency across all touchpoints.
- Stayed updated on design trends, emerging technologies, and best practices to enhance the company's visual identity. Integrated these insights into the design process for a contemporary, innovative brand representation aligned with audience expectations.

Visual Designer

Spiceworks/Spiceworks Ziff Davis · 2018 - 2021

- Executed diverse creative strategies and designs for Fortune 500/1000 tech clients, producing impactful digital assets such as banner ads, landing pages, quizzes, infographics, eBooks, white papers, and email campaigns. Tailored each design to meet client-specific objectives, contributing to the creation of visually compelling marketing materials aligned with the tech sector's overarching goals.
- Lead Designer and Art Director for Spiceworks' primary annual tech conference, SpiceWorld. The in-person event required 120+ design pieces including digital banners, printed vinyls, large entry structures, bus wraps, signage, video animation assets, and merchandise. Spearheaded the effort to transition the event from in-person to digital in 2020 and 2021.

Graphic Designer

American Campus Communities · 2015 - 2018

- Oversaw the design of marketing and property materials for a diverse portfolio comprising more than 25 student housing communities nationwide. Successfully managed these responsibilities within the constraints of strict deadlines in a fast-paced and dynamic environment.
- Collaborated with department heads and project owners to align design solutions with specific needs and expectations, all within the framework of stringent brand and voice guidelines. Utilized targeted messaging tailored to diverse markets and leasing seasons across a variety of design mediums. Produced a range of design materials, encompassing logos, flyers, banners, billboards, bus wraps, t-shirts, promotional items, brochures, and direct mail pieces.