

Trevor Giles

tgilesdesigns@gmail.com

734-231-1039

tgilesdesigns.com

linkedin.com/in/tgilesdesigns

Strategic Multimedia Creative with 15+ years delivering compelling visual solutions across print, digital, & immersive media. Expert at turning complex objectives into on-brand assets that strengthens identity, boosts engagement, & drives results. Skilled in Adobe Creative Suite, brand strategy, mentoring, & leading cross-functional teams. Passionate about bold, insight-driven design that inspires action.

Career Experience

Multimedia Designer - Busch's Fresh Food Market

Saline, MI | May 2024 - Present

- Led major brand & campaign initiatives across 16 locations, directed seasonal creative, refreshing brand strategy, & mentored the team on new workflows that doubled engagement & drove significant year-over-year sales growth.
- Designed & produced multi-channel digital & print assets including signage, social, email, & Local Made packaging while developing e-commerce visuals that expanded Busch's online presence & increased measurable engagement & sales.

Senior Graphic Designer - SafeSend

Ann Arbor, MI | Aug 2022 - Feb 2024

- Delivered cohesive brand messaging across print & digital channels while designing UX/UI-driven sales tools that strengthened lead generation, elevated customer engagement, & improved performance across key markets.
- Pioneered the industry's first AR/VR-integrated tradeshow experience & partnered with sales to develop SafeSend's first brand mascot, boosting foot traffic, on-site engagement, demo-to-conversion rates, & long-term brand recognition.

Graphic Designer - Graham Healthcare Group

Troy, MI | Mar 2019 - Aug 2022

- Maintained & strengthened brand standards across all healthcare subsidiaries, improved visual consistency & supported multi-state growth across the Midwest & East Coast through cohesive digital & print design.
- Designed key marketing materials & contributed to the UI of My Care Central, Graham's first patient-provider app, driving strong early adoption with hundreds of active users, while streamlining workflows with flexible templates that cut production time by 25 to 40%.

Graphic Designer & Marketing Coordinator - Blvd Suites Corporate Housing

Oak Park, MI | Mar 2017 - Mar 2019

- Spearheaded a company-wide rebrand that elevated global positioning & unified messaging across markets, while managing social media & blog content that grew followers by 45% & increased organic web traffic by 60%.
- Designed high-impact sales materials & tradeshow experiences that supported major business wins, contributing to securing key clients including the Detroit Lions, Detroit Red Wings, & Ford Motor Company.

Junior Graphic Designer - Eastern Michigan University

Ypsilanti, MI | Jul 2014 - Dec 2016

- Launched all Student Center social media profiles, expanded EMU's digital presence & drove a 3x increase in website traffic through targeted campaigns & UX/UI improvements.
- Designed large-scale visual communications & partnered with campus organizations & major brands, boosting student engagement by 25% & positioning The Student Center as the primary campus hub.

Junior Graphic Designer - KCI Marketing Media

Monroe, MI | Sep 2011 - Feb 2014

- Designed print & digital materials while rebranding client style guides, elevating visual consistency, increasing returning client satisfaction, & generating new business leads.
- Improved website performance through A/B testing, achieving a 25% lift in page views, & built organized asset libraries that streamlined workflows & accelerated project delivery.

Education

B.S. Graphic Communications, Cum Laude

Eastern Michigan University

A.A.S. Graphic Design, Summa Cum Laude

Monroe County Community College

Awards

Beealvedeanese Award

Blvd Suites Corporate Housing

- First new employee in company history to earn company-wide recognition by modernizing the brand, boosting marketing performance, and leading the company's first corporate rebrand.

Certificates

- AR Development Techniques | LinkedIn Learning
- AR Marketing | LinkedIn Learning
- Figma For UX Design | LinkedIn Learning
- Gen AI For Digital Marketers | LinkedIn Learning

Design & Technical Skills

Design Tools

- Adobe Creative Suite
- Figma (UX/UI)
- Canva
- AI Design Tools (Adobe Firefly, ChatGPT, Midjourney, & more)

Web & Development

- WordPress
- Squarespace
- HTML/CSS
- Website Wireframing & Responsive UX Design
- Implementing SEO Best Practices

Creative Expertise

- Branding & Visual Identity
- UX/UI Design
- Digital & Print Marketing
- A/B Testing
- AR/VR Integration
- Copywriting

Email Marketing

- Salesforce & Sales Cloud
- Constant Contact
- Mailchimp
- Performance Analytics & Campaign Reporting
- Customer Journey Optimization

Project Management

- Monday.com
- Asana
- Basecamp
- Slack
- Microsoft Office Suite (Powerpoint, Word, Excel)

Print Production

- Print File Prep, Color Correction, & Prepress Management
- Large-format, Packaging, & Vendor coordination
- Proofing, QA, & Production Troubleshooting