

CORRI BLAIR

406.396.5987 | corriblair@gmail.com

Design portfolio: corriblair.com

I am a creative with over 10 years of experience building consistent and professional brand experiences for many types of audiences. I provide efficient and quality work through thoughtful communication and strategy, while keeping in mind accessibility and the user's needs.

WORK HISTORY

HOPELINK | Jan. 2019 - present | Nonprofit

Sr. Visual Designer & Brand Specialist | Primarily remote work

- Responsible for the design and art direction for all external and internal collateral for the organization.
- Directed brand design and ensured Hopelink was presented as a welcoming and trauma-informed place for all individuals and cultures.
- Built and managed vendor relationships, negotiated contracts, and tracked orders to ensure accuracy and timeliness.
- Planned and implemented marketing strategies for campaigns and events to help raise millions of dollars that directly supported families and individuals within our community.
- Created collateral from inception to completion, including social media posts, logos, brochures, business cards, appeals, mailings, donation packets, event screen graphics, environmental design, signage, virtual events, websites, digital ads, print ads, publications, reports, presentations, etc.
- Managed live events as the stage manager, lighting and sound designer, and directed the AV team during large-scale events.
- Created and directed photography and videography of people, events, and facilities for use in a variety of applications.
- Worked closely with many different stakeholders across the organization to find the best solutions and create clear communication for a wide range of design problems.

ROADSIDE DENTAL MARKETING | Oct. 2014 - Jan. 2019 | Creative Agency

Graphic Designer | Hybrid work

- Created new logo designs and brand refreshes for dozens of practices across the county, providing logo design, stationary, business cards, social media branding, and more.
- Built and managed collateral for a subscription service that provided a weekly package of social posts, contests, coloring pages, and eblasts.
- Designed landing pages and graphics for websites on Wordpress.
- Produced a large library of infographics on a wide variety of dental and medical conditions to educate patients and fight dental anxiety with easily understandable information.
- Worked closely with web developers, the sales team, and the creative director to meet each client's unique needs.
- Optimized sites for speed, multiple screen sizes, and SEO best practices.
- Created branded Google Business listings and social media accounts to ensure clients had a strong and professional online presence.

HIGHLIGHTED SKILLS

Adobe CC programs

Flgma

Wix & Wordpress

Project management

Illustration

Photography & videography

HTML & CS

Infographics

Microsoft 360 programs

REFERENCES

Kris Betker

Direct coworker at Hopelink
404.202.7263 (cell)

Charlie Wells

Previous supervisor at
Roadside Dental Marketing
360.318.3999 (cell)

EDUCATION

Montana State University

BA, Graphic Design

Graduated 2014, 3.9 GPA

**Google's UX Professional
Design Certificate**

Completed 2022

Please let me know if you would like further work history or additional information.