

# Shannon Widmer

Design leader driving brand strategy, scalable design systems, and high-performing creative teams  
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## Leadership Highlights

- Led a creative team responsible for four GDUSA award-winning projects
- Reduced global design production time 50% by implementing automation and scalable template systems
- Directed three global brand rebrands during periods of rapid organizational growth
- Built Frontify-based digital asset management ecosystems for two global organizations to scale brand governance

## Leadership Focus

Creative Direction • Brand Strategy • Design Operations • Team Development • Design Systems  
Automation & Scalable Frameworks • Cross-Functional Collaboration • Creative Workflow Optimization  
Enterprise Brand Governance

## Portfolio Highlights

- Global brand rollouts and enterprise design systems
- Campaign design and visual storytelling across digital and print platforms
- Motion graphics and video for product marketing and brand initiatives
- Sales enablement and presentation design for enterprise audiences

## Professional Experience

### Creative Manager (Design)

CuraLinc Healthcare | 2024–Present

- Led creative strategy and execution for member-facing initiatives supporting 3,000+ global clients
- Managed and mentored a team of designers, fostering a collaborative environment focused on innovation and high-quality creative output
- Introduced AI-assisted workflows and automation to improve efficiency, scalability, and consistency across design production
- Designed and launched a self-service collateral ecosystem with 250 templates, enabling scalable customization for global marketing teams
- Partnered with cross-functional stakeholders to ensure creative work supports organizational goals, brand standards, and product strategy

**Impact:** Reduced manual production work by 45% while significantly accelerating delivery of global marketing and communication assets

### Senior Graphic Designer

CuraLinc Healthcare | 2023–2024

- Delivered high-impact design solutions across print, digital, and multimedia platforms in a high-volume production environment
- Partnered with marketing and product teams to develop creative concepts supporting member communications and campaigns
- Helped coordinate creative workflows and resource allocation across the in-house design team
- Contributed to the development of scalable creative frameworks that improved design consistency and operational efficiency

**Impact:** Enabled scalable creative production during periods of rapid organizational growth

## **Employer Brand and Internal Communications Manager**

Harver | 2022–2023

- Led design and implementation of Harver's first global intranet (The Harbor) to centralize communications and improve knowledge sharing
- Developed strategic communication frameworks to support global employee engagement initiatives
- Partnered with leadership teams to deliver communications that strengthened culture and alignment across international offices

**Impact:** Increased intranet engagement 45% year-over-year and helped achieve 86% participation in global employee engagement initiatives

## **Brand Designer**

Harver | 2016–2022

- Directed two global brand redesign initiatives following nine acquisitions across six years of accelerated company growth
- Unified brand identity across 26 international offices, strengthening brand consistency and recognition
- Managed freelance design resources and mentored creative contributors
- Partnered with marketing leaders and external agencies to develop cohesive brand and campaign design strategies
- Established processes that ensured brand consistency across marketing, product, and communications channels

**Impact:** Strengthened global brand alignment during a period of rapid expansion and organizational change

## **Education**

- MFA Web Design & New Media, Academy of Art University
- BFA Graphic Design, Edinboro University of Pennsylvania

## **Tools & Technologies**

### Design Tools

Adobe Creative Cloud, Figma, Sketch, Frontify

### Operational Expertise

Design Automation • Template Systems • Digital Asset Management (DAM) • AI-Assisted Creative Workflows