

Shannon Widmer

Creative Strategist with a Proven Track Record
of Leading High-Impact Design Teams

Creative Manager (Design)

2024 – Present, CuraLinc Healthcare

- Led the creative vision and strategy for member-facing design projects to support 3,000+ global clients, ensuring alignment with company goals, brand guidelines, and industry trends.
- Drove innovation and pushed creative boundaries through automation while ensuring consistency and high-quality output.
- Implemented and managed a self-service collateral customization system that launched with 250 templates and reduced manual design tasks by 45%.

Senior Graphic Designer

2023 – 2024, CuraLinc Healthcare

- Managed multiple design projects in a high-volume department simultaneously, ensuring deadlines were met and work was delivered on time and within scope.
- Mentored and inspired the creative team to develop innovative and on-brand concepts across multiple platforms, including print, digital, and multimedia.
- Allocated resources effectively, balancing workloads across the team of designers.

Employer Brand and Internal Communications Manager

2022 – 2023, Harver

- Designed, implemented, and managed Harver's first global intranet, The Harbor.
- Achieved 45% YoY increase in company intranet 30-day page views.
- Developed and executed communications strategy for employee engagement survey that resulted in a participation rate of 86%.

Brand Designer

2016 – 2022, Harver

- Led two successful Harver brand re-designs following nine (9) acquisitions throughout six (6) years of accelerated growth, which helped reduce culture and brand disconnect throughout 26 global locations.
- Supervised and mentored a team of freelance marketing designers and facilitated the training and development of these team members as marketing and design professionals.
- Collaborated closely with external design agencies to produce high-quality design solutions that aligned with the brand, goals, and objectives.
- Acted as a brand ambassador, representing the company positively and ensuring brand consistency across all platforms.

CONTACT

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ACHIEVEMENTS

- Led a talented team of designers at CuraLinc Healthcare to win four GDUSA Awards.
- Reduced global collateral production time by 50% through automation.
- Led 3 successful global rebrand efforts.
- Designed, implemented, and managed digital asset management systems for two global organizations.
- Led design and communications through periods of rapid growth.

SKILLS

- Brand & Communication Strategy
- Design Team Management
- Brand Management
- Campaign Management
- Graphic Design & Video Production
- UI/UX Design
- Experienced with Adobe Creative Cloud, Sketch, Frontify, and Figma

EDUCATION

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