

# Shannon Widmer

Creative Director | Creative Services Manager | Brand & Design Leader

Hands-on creative leader specializing in brand systems, visual storytelling, and scalable creative operations

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## Professional Summary

Senior multidisciplinary creative with 10+ years of experience leading and executing brand, campaign, and communication design across print, digital, presentation, and motion. Known for translating complex B2B2C offerings into clear visual stories, building governed systems that scale, and partnering effectively with content, product, marketing, and leadership teams. Earlier experience in product/UI/UX and instructional design adds depth in usability, information architecture, learning experience design, and human-centered communication.

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## Creative Impact

- Led a creative team responsible for four GDUSA award-winning projects.
- Reduced design production time by 45% through automation and scalable template systems.
- Directed three global rebrands during periods of rapid organizational growth.
- Built Frontify-based digital asset management ecosystems for two global organizations to strengthen brand governance and self-service.
- Translated complex SaaS, healthcare, benefits, and product information into multi-channel communications designed for clarity, accessibility, and action.

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## Core Expertise

**Creative & Brand:** Creative Direction • Creative Strategy • Brand Strategy • Campaign Development  
Integrated Campaigns • Visual Storytelling • Art Direction • Design Systems

**Leadership & Operations:** Team Leadership • People Management • Creative Operations  
Resource Planning • Stakeholder Management • Creative Workflow Optimization • Brand Governance

**Digital & Experience:** UI/UX Foundations • Digital Experience Design • Accessibility  
Information Architecture • Responsive Design • Instructional Design • Learning Experience Design

**Emerging Workflows:** AI-Assisted Creative Workflows • Design Automation • DAM • Template Systems

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## Professional Experience

**Creative Communications Manager | CuraLinc Healthcare | 2024–2026**

- Led hands-on creative strategy and execution for member-facing marketing initiatives supporting 3,000+ global clients across print, digital, presentation, and motion.
- Translated complex mental health, benefits, product, and compliance-related information into clear, accessible communications for diverse audiences.
- Managed and mentored designers and writers while remaining closely involved in concept development, creative direction, and quality control.
- Introduced AI-assisted creative workflows, automation, and repeatable production systems to accelerate ideation and delivery while improving consistency and scalability.

- Designed and launched a governed self-service collateral ecosystem with 250 templates, enabling efficient customization while protecting brand standards.
- Partnered with marketing, product, client-facing teams, and subject-matter experts to align creative work with organizational goals, audience needs, and product strategy.

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

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#### **Senior Graphic Designer | CuraLinc Healthcare | 2023–2024**

- Developed multi-channel campaigns and communication systems across print, digital, presentation, and multimedia in a high-volume environment.
- Partnered with marketing and product teams to shape creative concepts, clarify message hierarchy, and translate complex offerings into engaging member experiences.
- Contributed to modular creative frameworks and reusable design systems that improved consistency and reduced repetitive production.
- Supported workflow coordination, resource planning, and quality control across the in-house design team.

**Impact:** Enabled more consistent, scalable creative production during a period of rapid organizational growth.

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#### **Employer Brand and Internal Communications Manager | Harver | 2022–2023**

- Led design and implementation of Harver's first global intranet, The Harbor, centralizing communications and improving access to organizational knowledge.
- Developed communication frameworks and visual content supporting global employee engagement, culture, and leadership initiatives.
- Partnered with senior leaders and cross-functional teams to translate organizational priorities into clear, engaging communications across international offices.

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

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#### **Brand Designer | Harver | 2016–2022**

- Directed two global brand redesign initiatives following nine acquisitions across six years of accelerated growth.
- Unified brand identity across 26 international offices through scalable design systems, templates, and governance practices.
- Created campaign, sales enablement, digital, presentation, and motion assets supporting global marketing and product initiatives.
- Managed freelance design resources, mentored creative contributors, and partnered with marketing leaders and external agencies.

**Impact:** Established scalable brand systems supporting nine acquisitions and consistent brand expression across 26 international offices.

## Earlier Experience

### Learning Architect / UI/UX Design | Teleologic Learning Company

- Extensive experience designing digital products and user experiences, with a foundation in interface design, usability, information architecture, and human-centered communication.

### UI/UX Designer | The Regis Company

- Partnered with product leads, UX designers, and technology teams to translate program objectives into cohesive digital experiences and product strategies.

### Instructor of Graphic Design | University of North Dakota

- Taught undergraduate courses including User Interface Design, Web Design, Multimedia Production, Design Software and Technologies, and Senior Capstone.
- Developed learning experiences that connected design principles with practical digital production and communication skills.

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## Education

MFA, Web Design & New Media | Academy of Art University

BFA, Graphic Design | Edinboro University of Pennsylvania

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## Tools & Technologies

**Design:** Adobe Creative Cloud (expert): InDesign, Illustrator, Photoshop, After Effects • Microsoft PowerPoint Keynote • Figma (working proficiency) • Sketch • Frontify • Claude Design

**Workflow:** Design Automation • Template Systems • Digital Asset Management (DAM) • AI-Assisted Creative Workflows (Claude and ChatGPT)