

natashamcdowell

graphicdesign

941.536.8255

lumbeemom@gmail.com

mcdowenstudios.com

PROFESSIONAL SUMMARY

Creative and versatile Graphic Designer with 20+ years of experience in brand identity, print, digital, and video production. Skilled in translating complex ideas into compelling visual stories across multiple mediums and industries. Proficient in the full Adobe Creative Suite, Canva, and AI-enhanced design workflows.

EXPERIENCE

Marketing Director (Design Lead)

KW Island Life Real Estate | Venice, FL | 05/2025 - 05/2026

- Executed complete brand overhaul producing 20+ assets: logo/identity system, business cards, signage, email signatures, social media templates, print collateral, onboarding documents, and email marketing layouts
- Designed recruitment book and new agent slide deck from concept through final production
- Applied AI tools (Claude, ChatGPT) to accelerate creative concepting and content development
- Social campaigns built on original design work drove 166.4% increase in Facebook views and 266.8% Instagram reach growth YOY

Graphic Designer

First Baptist Church of Plant City | Plant City, FL | 08/2019 - 03/2022

- Designed logos, infographics, ads, and full print/digital/video asset library
- Managed website content and oversaw paid social ad campaigns and social media presence

Marketing Director

THE SWEET TEAM, KW Realty | Plant City, FL | 03/2014 - 07/2018

- Created all print, digital, and video marketing assets; managed Facebook contests and paid campaigns
- Designed and maintained team website

Creative Director

Mario Camacho Foods | Plant City, FL | 11/2012 - 06/2013

- Led packaging design, photography, and social media marketing; facilitated focus groups and market research

SKILLS

Design Tools

- Adobe Creative Suite (*Photoshop, Illustrator, InDesign, After Effects, Acrobat*)
- Canva
- Wordpress CMS (Divi)

AI & Emerging Tools

- Claude
- ChatGPT
- Opus
- ManyChat
- NotebookLM

Web & Digital

- HTML & CSS
- SEO
- Google Analytics
- Social Media Marketing
- Email Marketing

Production

- Print Collateral
- Brand Identity
- Typography
- Illustration
- Photography
- Videography
- Packaging Design

Platforms

- Mailchimp
- Constant Contact
- Hubspot
- YouTube
- Facebook
- Instagram
- LinkedIn

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EXPERIENCE *(continued)*

Freelance Graphic Designer

First Advantage | St. Petersburg, FL | 03/2012 - 05/2012

- Designed landing pages, HTML e-newsletters, trade show booth graphics, direct mail, and marketing collateral

Freelance Graphic Designer

BIC Graphic USA | Clearwater, FL | 2011 - 2012

- Produced catalog layouts, logos, photo manipulation, and print ad design
- Selected as Lead Trainer for Catalog Team (2011 & 2012)

Owner & Graphic Designer

GoFish Designs | Plant City, FL | 06/2009 - 11/2012

- Operated full-service print and web graphic design firm
- Elected President of Local Business Networking Group (2012)

Earlier experience: Design Intern & Ad Layout Artist, Publix Supermarkets (2001-2003). Won Corporate Quality Improvement Award for redesigning project management software, an honor typically reserved for senior management.

EDUCATION

B.A., Fine Arts: Graphic Design

1997-2001

Florida Southern College | Lakeland, FL

