



LONNIE BROWN

Contact

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Summary

Technical Illustrator with a strong graphic design background motivated to execute creative solutions and optimize processes in the industry. Specializing in Adobe Creative Suite, I use strategies in design layout, technical illustration and file packaging to drive print, apparel and digital projects from concept to completion. Flexibility to collaborate with and lead a team, or work independently to create innovative designs.

Education

A.A.S. in Advertising/Graphic Design
Stanly Community College

B.S. in Graphic Design
Art Institute of Pittsburgh - Online

Skills

- Photoshop ██████████
- Illustrator ██████████
- InDesign ██████████
- Sharepoint ██████████
- SEO ██████████
- Microsoft Office ██████████

PROFESSIONAL EXPERIENCE

Technical Writer

Goodbaby International, August 2019 - Present

- Conceptualizes, designs and edits illustrations, images, and layouts for over 120 projects supporting Evenflo, Cybex, and RollPlay brands.
- Leads meetings with engineers, subject matter experts, product marketing leads, and project managers to articulate product features and develop updates for product documentation.
- Introduces streamlined solutions, including Sharepoint, OneNote and Excel, to address nuanced findings, resulting in increased efficiency and product completion.
- Provides communication with third party vendors for projects requiring text translations, desktop publishing, and print specifications.
- Designs and conceptualizes monthly circular for Diversity and Inclusion Company Committee.

Founder/Lead Creative Designer

Lon Brown Designs - Common Abstract, January 2016 - Present

- Employs extensive knowledge and skills in graphic design principles to create logos, book covers, circulars, high resolution apparel graphics, and screenprints for clients.
- Maintains 5-star ratings on online storefront, exemplifying positive client-centric interactions.
- Contributes to the on-time completion of over 150 individual design projects.
- Increased user engagement and client branding for website and social media platforms using SEO practices.

Customer Support Analyst II

CreateSpace Publishing, September 2016 - January 2018

- Simplified the process of self-publishing for new and existing authors by providing formatting, technical support & value added service suggestions.
- Provided phone & email support to authors to assist with guidance throughout the publication process.
- Kept thorough account notes using Salesforce for author and support team satisfaction, helping to reduce efforts on future calls.

Customer Retention Specialist

T-Mobile USA, October 2013 - September 2016

- Invented unique solutions for at-risk customers by providing proactive retention methods, reducing customer churn.
- Resolved complex cases with follow-ups and callbacks, reducing customer effort and enhancing the customer experience.
- Produced team logos and digital designs for cubicles, boosting morale and enhancing overall team and individual performance.