



TORY GRIFFIN

SENIOR BRAND & DIGITAL DESIGNER

CONTACT

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- torygriffindesign.com

EDUCATION

BACHELOR OF FINE ARTS

Graduated 2014

AI TOOLS

Daily use of ChatGPT, Claude, and Gemini for ideation, copy refinement, and creative production workflows.

SKILLS

DESIGN & PRODUCTION

Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), Figma, Procreate, Digital/Offset Printing, Design Systems, DAM

WEB & CMS

WordPress, Squarespace, HTML/CSS (basic)

MARKETING & ANALYTICS

Meta Ads Manager, Google Analytics, HubSpot, MailChimp, SEMrush, Hootsuite

WORKFLOWS

Asana, ClickUp, Trello, Basecamp, Notion, Slack

SUMMARY

Senior digital designer and marketing specialist with 12 years leading brand systems, multi-channel campaigns, and creative teams across print and digital. Built and scaled design systems supporting cross-functional teams, led design organizations of up to 10, and delivered creative that drove measurable performance gains across social, web, email, and paid media. Equally comfortable directing visual strategy and executing high-craft work. Remote-ready and deadline-driven.

EXPERIENCE

DIGITAL DESIGNER | MEASURE LEARNING

2023 - Present

- Built and maintained a scalable design system of reusable templates and visual components, accelerating creative production and enabling self-service content across sales, customer success, and marketing teams.
- Designed graphics, flyers, and blog assets that contributed to 230% traffic growth and a 242% increase in users across owned channels.
- Drove visual strategy for social media, helping grow the following by 86% over three years through consistent brand execution and platform-tailored creative.
- Designed and launched a company newsletter that gained 2,100 subscribers in its first six months, contributing to expanded top-of-funnel reach.
- Led a 6-person freelance design team, providing creative direction, reviewing work, and maintaining quality standards across distributed contributors.
- Partnered with performance marketing on A/B testing for ads, landing pages, and email creative, refining assets based on data-driven insights.
- Integrated design production with digital asset management (DAM) tools to streamline workflows and ensure brand consistency at scale.
- Led visual execution of major marketing campaigns, product launches, and corporate communications from concept through delivery.

HEAD OF DESIGN | LIGHTHOUSE GRAPHICS

2019 - 2023

- Led a 10-person in-house design team managing 12-15 concurrent client accounts at any given time, overseeing workloads, removing roadblocks, and ensuring on-time delivery across all projects.
- Recruited, hired, and onboarded 12 designers over 4 years (full-time and freelance), scaling team capacity to meet fluctuating account demands while maintaining consistent quality.
- Implemented Loom-based async video reviews in place of standing client meetings, cutting review cycles from 30-minute meetings to 5-minute recordings — significantly accelerating project turnaround and freeing team capacity for billable work.
- Owned full project lifecycle from concept to delivery, defining visual direction, typography, and layout to meet client goals and deadlines.
- Mentored design staff and fostered team growth, ensuring consistent quality across print and web deliverables.
- Presented concepts directly to clients, gathered feedback, and iterated to keep approvals on track across simultaneous accounts.
- Delivered logos, branding packages, marketing collateral, social campaigns, and websites using Adobe Creative Suite, with deep expertise in Illustrator, Photoshop, and XD.

EXPERIENCE CONTINUED ON NEXT PAGE

REFERENCES

STEVEN LOWRY

Former Supervisor
(765) 437-9671

KIM ANSELMO

Former Supervisor
(409) 370-9117

LONNI FREEMAN

Former Coworker
(805) 944-0864

JOSHUA GALE

Former Supervisor
(843) 534-7544

ALLISON BARICKMAN

Former Coworker
(302) 259-4093

MAGGIE WIRTH

Former Client
(843) 819-3911

ACHIEVEMENTS

- 86% social media growth in 3 years
- 230% traffic growth / 242% user increase
- 2,100 newsletter subscribers in 6 months
- Led design teams of up to 10
- Managed 12–15 concurrent client accounts

MARKETING COORDINATOR | THE OFFICE PEOPLE

2017 - 2019

- Planned and executed 8 trade shows annually plus 2–3 in-office product showcases per year, generating brand exposure and securing qualified leads from prospective customers demoing products on-site.
- Managed multi-channel advertising across 7 social platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok, Snapchat) alongside radio, TV, and live event campaigns — coordinating creative and messaging across 10+ touchpoints simultaneously.
- Led targeted, cost-effective marketing campaigns across print, digital, and event channels to boost brand visibility and engagement.
- Created branded collateral and coordinated with creative teams and vendors to deliver on-brand marketing materials for sales and promotional use.
- Implemented project management tools (Asana, Trello, Basecamp, ClickUp) to streamline workflows and ensure on-time delivery of marketing initiatives.

GRAPHIC DESIGNER | MOTIVATED MARKETING

2016 - 2017

- Led the design and production of integrated marketing assets for 70+ automotive clients, delivering fresh, high-performing creative campaigns each month for the Rick Hendrick dealership network.
- Mentored and trained 2 junior designers, strengthening their technical skills and professional workflows while expanding team capacity to support the high-volume client account.
- Developed end-to-end visual solutions across print, email, digital, and packaging, ensuring a high standard of visual excellence.
- Provided creative direction and strategic design recommendations during client meetings, sales calls, and cross-functional planning sessions, helping influence campaign approach and improve creative outcomes.
- Managed on-set product photography, edited and retouched images, and maintained a well-organized asset library to support ongoing campaign needs.
- Advised clients on brand identity, visual standards, and design best practices, strengthening brand consistency across all deliverables.
- Prepared print-ready files and coordinated with production teams to ensure accuracy, quality, and on-time delivery.

GRAPHIC DESIGNER | SAS-E INK PAPER & PRESS

2014 - 2016

- Designed a range of custom invitations, stationery, promotional materials, and branded collateral that aligned with each client's aesthetic and brand goals.
- Collaborated directly with customers from initial concept through final production, providing design guidance, managing expectations, and ensuring a seamless creative-to-print experience.
- Prepared complex designer files for production, ensuring accurate bleeds, color profiles, resolution, typography integrity, and print-ready formatting.
- Produced letterpress and foil stamping plates, demonstrating strong technical understanding of specialty print techniques and hands-on craftsmanship.
- Operated and maintained various press machines and finishing equipment, bridging creative design with practical production knowledge.