

Deborah Cughan

she/her

GRAPHIC DESIGNER & ART DIRECTOR

deborahcughan.com
deborahcughan@gmail.com
253.335.1695

Virtuoso
Seattle, WA

Graphic Designer

Freelance | May 2023 - August 2023

- Partnered closely with Virtuoso's event team to craft collateral for their annual Travel Week conference in Las Vegas.
- Conceptualized and produced expansive event print graphics, spanning entire walls and ceiling panels.
- Meticulously designed way-finding systems for the event, incorporating map graphics, banners, wall signs, and directory towers to enhance attendee navigation and overall event experience

RentSpree
Seattle, WA

Graphic Designer

Freelance | December 2022 - April 2023

- Crafted a series of targeted and engaging social posts, designed to nurture leads and build brand awareness.
- Developed and implemented a strategic email drip campaign to guide RentSpree clients through the rental process.
- Designed an impactful email newsletter for RentSpree by implementing compelling content and visuals that fosters meaningful engagement with subscribers.

Viome Life Sciences
Seattle, WA

Graphic Designer

Freelance | July 2020 - Present

- Collaborated closely with stakeholders to develop an engaging brand presentation, effectively narrating the company's story to potential clients and investors with graphics, storytelling and imagery.
- Played a pivotal role in crafting an insightful HR presentation to streamline the onboarding process for new employees.
- Designed and executed a robust holiday social ad campaign, incorporating animated graphics to showcase Viome's special offer to potential buyers.
- Produced a series of captivating Ebooks, skillfully curating content that showcased the highlights of Viome's products and services. These Ebooks served as valuable resources to inform and engage the target audience.
- Contributed to Viome's retail presence by designing packaging for their products to be sold in CVS stores nationwide. The packaging design aimed to stand out on shelves and communicate the brand's identity effectively, contributing to increased visibility and consumer appeal.

Slalom
Seattle, WA

Graphic Designer

Freelance | November 2021 - September 2022

- Played a crucial role in supporting the global marketing team throughout a comprehensive brand refresh. This involved active participation in brainstorming sessions, conceptualizing ad campaigns, designing branded swag, conducting photo searches and editing, and crafting engaging social assets to align with the updated brand identity.
- Designed Slalom's 60-page 2021 Impact Report, seamlessly incorporating the newly established branding elements and showcased Slalom's achievements and contributions throughout the year using charts, storytelling and imagery.
- Created weekly web pages and social assets, prominently featuring Slalom's case studies to highlight the company's expertise and success stories.
- Collaborated within a team to produce both digital and print assets such as presentation decks, brochures, and branded swag items, for Slalom's Ai for All, a national conference.

EDUCATION

*BFA Visual Communications,
Magna Cum Laude*

Cornish College of the Arts
2005–2009

Associates Degree

Seattle Central College
2003–2005

SKILLS

Art Direction
B2B Marketing
Branding
Color Theory
Digital Design
Digital Marketing
Drupal
Email Marketing
Figma
HubSpot
Illustrator
InDesign
InVision
Keynote
Layout Design
Microsoft Office
Packaging
Photo Editing
Photoshop
Powerpoint
Premiere Pro
Print Advertising
Project Management
Sketch
Smartsheet
Social Media Marketing
Typography
UI Design
Wireframing
Word

TCS World Travel
Seattle, WA

Art Director

February 2016 - May 2020

- Responsible for concept and delivery of print and digital marketing campaigns for house brand and strategic brand partners, including Four Seasons and National Geographic Expeditions.
- Provided creative leadership and managed and mentored a team of visual designers, content writers and traffic managers.
- Lead day-to-day management of projects, including traffic management, creative briefs and kick-offs, review rounds, design critiques, and final client sign-off.
- Acted as brand steward for house and brand partners in support of key business campaigns and initiatives.
- Developed strategic partnerships with contract photographers and creative directors to drive compelling content agendas across brands and channels.
- Regularly liaised with and supported executive leadership on creative projects to connect creative capabilities with business needs.
- Lead a design team of partners including Airbus and Four Seasons, in the interior and exterior design of two fully customized private jets.
- Directed a brand refresh and website overhaul that better aligned with company vision and future goals.

TCS World Travel
Seattle, WA

Sr. Visual Designer

April 2013 - January 2016

- Responsible for project deliverables that included, but not limited to: direct mail collateral, print and digital ad creative, web design, brand identity, event marketing collateral, PR communications materials, sales and executive presentations, lifestyle photography and long- and short-form video assets.
- Led the creative development and implementation of a mobile app product, focusing on standardizing content requirements for consistency and quality.
- Reviewed and provided creative feedback for ongoing marketing materials and initiatives, ensuring alignment with brand standards and creative objectives.

TCS World Travel
Seattle, WA

Visual Designer

September 2010 - March 2013

- Contributed to the marketing team's efforts by developing various marketing materials, including brochures, direct mail pieces, emails, digital assets, and more.
- Participated in brainstorming sessions to generate creative and innovative marketing ideas, fostering a collaborative environment for strategic planning.
- Assisted the in-house sales team by providing event materials and collateral, ensuring cohesive and impactful representation at various events.
- Designed and crafted presentations for executive leadership and sales team members, effectively communicating key messages and supporting the overall company objectives.

Global HELP
Seattle, WA

Graphic Designer + Project Manager

September 2007 - January 2012

- Led the design, project management, and production of an extensive 800-page medical book titled "Paediatric Surgery: A Comprehensive Text for Africa." This publication has achieved significant impact, accumulating over one million downloads on the Global HELP website.
- Proficiently formatted complex medical content in multiple languages, translating it into printed books and PDFs for widespread accessibility.
- Established a distinctive brand identity for Global HELP by creating comprehensive brand guidelines. Additionally, revitalized the organization's visual identity with a new logo, business cards, envelopes, and letterhead, ensuring a cohesive and professional brand representation.