

Greg Elisha

Senior Graphic Designer

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EXECUTIVE SUMMARY

Senior Graphic Designer who produces high-quality digital and print marketing materials in deadline-driven environments. Brings a hands-on approach, strong production judgment, and a track record of working within established brand systems to support marketing goals. Comfortable juggling multiple projects, responding quickly to feedback, and delivering dependable creative that helps teams move faster.

PROFESSIONAL EXPERIENCE

Senior Graphic Designer (Contract) - TruStage

OCTOBER 2022 - NOVEMBER 2024

- Designed and produced more than 4,000 digital and print assets in support of a national rebrand across marketing, internal communications, and product initiatives.
- Partnered daily with marketing, content, and business teams to deliver campaigns, presentations, and promotional materials within established brand guidelines.
- Executed high-volume production for digital ads, presentations, email graphics, and print collateral with rapid turnarounds and shifting priorities.
- Prepared accurate, print-ready and digital-ready files (layouts, exports, versioning), ensuring consistency, speed, and quality across channels.

Lead Graphic Designer - Three Lakes Creative

JUNE 2008 - PRESENT

- Designed marketing campaigns and brand-aligned materials across digital and print channels for clients in healthcare, technology, financial services, government, and nonprofit sectors.
- Produced campaign deliverables including websites, signage, print collateral, vehicle graphics, and event materials while maintaining brand consistency.
- Collaborated with developers and marketing partners to translate creative concepts into functional digital experiences.
- Managed simultaneous client and internal projects, maintaining quality and consistency across multiple brands and fast-moving timelines.

Earlier Professional Experience

Earlier experience includes senior creative roles supporting brand development, advertising, packaging, and digital initiatives across telecommunications and retail organizations.

CORE COMPETENCIES

Digital ads and promotional banners • Sales and marketing presentations • Event and trade show graphics • Social media content • Print collateral • File preparation for print and digital • Brand guideline execution • High-volume production • Cross-functional collaboration • Multi-project workflow

TECHNICAL SKILLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Premiere) • Workfront • Asana • WordPress • HTML/CSS basics • Microsoft PowerPoint

VOLUNTEER EXPERIENCE

Creative Consultant - Rotary International

January 2024 - Present

- Design promotional materials and digital assets to support outreach and event marketing.

EDUCATION

Bachelor of Science in Advertising, University of Texas