

# codi bishop



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## Brand Strategist & Visual Identity Designer

## software & skills

|                                 |                      |
|---------------------------------|----------------------|
| Brand & Visual Identity Systems | Adobe Creative Suite |
| Brand Experience                | After Effects        |
| Logo Creation                   | Premiere Pro         |
| Iconography Systems             | XD                   |
| Art & Photography Direction     | Lightroom            |
| Video Editing                   | Audition             |
| Motion Graphics                 | WordPress            |

## education

Sam Houston State University | 2016  
Bachelors of Fine Arts  
Advertising & Graphic Design

## recognitions & affiliations

AIGA Member  
2014 - Present

The Signorelli Company  
Annual Hearts & Minds Recipient

To The 9's :  
Graphic Design Exhibition  
Best Branding Design Recipient  
Best Typography Design Recipient  
Best Logo Design Recipient

## experience

### The Signorelli Company

#### Senior Graphic Designer & Creative Manager

01 2021 - Present | Oversee all internal and external creative efforts to ensure established timelines are met • Use creative problem solving to define art direction for marketing campaigns • Conceptualize and develop brand identity and implementation across visual, written, and applied practices • Grow and develop creative team to further their knowledge of applied design principles, creative thinking and visual communication skills • Train internal teams on best practices for upholding brand integrity and standards • Communicate creative direction and decision making to key stakeholders • Collaborate with marketing team to research market trends and consumer interests • Design high-profit projects from start to finish to ensure a high return on investment

*Project types include: brand strategy and implementation, master plan community place-making and consumer experience design, visual identity systems for asset classes including: multi-family, single-family, commercial, retail and medical real estate developments*

### The Signorelli Company

#### Junior Graphic Designer

10 2019 - 01 2021 | Initiated company-wide research to evaluate success of brand positioning • Evaluated success of existing brand standards and direction for select divisions • Pivoted visual branding components to adhere to new visual brand positioning • Coordinated and created the implementation of a creative brief as standard procedure • Applied knowledge of design principles, heirarchy, typography and color theory to design and conceptualize various print, digital and video collateral to support the on-site marketing team's efforts

*Project types included: visual and brand identity systems, consumer research, full-length booklets, video and motion graphic design, wayfinding and signage, billboards, creative campaigns, digital and print ads, presentation design, digital newsletters, map and site plan illustrations, photo editing, print collateral and promotional items*

### Pr Luxury Media / Reviewit Magazine

#### Junior Graphic Designer

06 2019 - 10 2019 | Curated, designed and prepared content for editorial production • Hosted on-site and in-studio photo shoots • Designed digital and print advertisements for clients such as Mercedes Benz, Compass, Woodhouse Day Spa and Fielding's Wood Grill

*Project types included: editorial design, digital and print ads, billboards, brochures, direct mailers, social media graphics, digital newsletters, photo retouching and editing*

### Integrate Agency

#### Graphic Design Intern

01 2017 - 05 2017 | Collaborated with design team to uphold creative standards for brands including: Dave & Busters, Orange Theory Fitness, Alamo Draft House, Houston IVF and more

*Project types included: visual brand identity, print collateral, presentation designs, website wireframes and design, digital ads, social media graphics, and digital newsletters*

### Sam Houston State University Department of Art

#### Graphic Design Intern

08 2015 - 05 2016 | Fulfilled creative requests from the head of Sam Houston State University's Department of Fine Arts • Designed marketing collateral for affiliated community organizations

*Project types included: signage and wayfinding, brochures, flyers and event posters and invitations*