

MOLLY MASON

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PROFESSIONAL SUMMARY

Creative visual designer with 6+ years of experience developing cohesive brand identities and executing end-to-end design projects across digital and print platforms. Proven ability to manage complex stakeholder relationships, coordinate multiple concurrent projects, and translate organizational goals into compelling visual narratives. Skilled in Adobe Creative Suite, web design, and cross-platform content creation with a strong commitment to inclusive, community-centered design.

TECHNICAL SKILLS

Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, video editing and production tools

Web & Digital: HTML, CSS, Squarespace, WordPress, Wix, Webflow (custom CSS), responsive design

Marketing & Project Management: Social media management, email marketing (Mailchimp), Google Analytics, Notion, Monday, multi-stakeholder coordination

Production & Print: Print production workflows, layout design, signage design, brand guideline development and enforcement

PROFESSIONAL EXPERIENCE

Peak Experiences — Brand and Marketing Director

July 2020 - December 2021, August 2022 - March 2025

- Conceptualized, designed, and executed comprehensive visual identity across digital platforms, print materials, event signage, and promotional merchandise, ensuring brand consistency throughout all customer touchpoints
- Led complete website redesign including custom CSS development, improving user experience and achieving 300% growth in new customer acquisition through enhanced visual presentation and functionality
- Developed event branding and marketing campaigns for bouldering competitions and community events, managing full production lifecycle from initial concept sketches through final print production and digital deployment

- Coordinated multiple concurrent design projects with competing deadlines, including merchandise development, marketing campaigns, signage systems, and brand initiatives while maintaining consistent quality standards
- Collaborated with internal stakeholders from concept phase through project completion, presenting design mockups, incorporating feedback, and ensuring alignment with organizational goals and customer needs

Epiphany / Upspring PR — Marketing Associate and Digital Creative

December 2021 - August 2022

- Created diverse visual content including graphics, layouts, and multimedia materials for multi-client campaigns across various industries, adapting design approach to meet distinct brand guidelines and audience requirements
- Presented campaign strategies and creative deliverables directly to clients, building strong professional relationships and consistently receiving positive feedback on design quality and strategic alignment
- Managed multi-client project timelines and deliverables across content creation, design production, and social media execution, ensuring on-time delivery while maintaining high creative standards

EDUCATION

Bachelor of Fine Arts, Painting and Printmaking

Virginia Commonwealth University

ADDITIONAL QUALIFICATIONS

- Strong understanding of layout principles, typography, color theory, and aesthetic design fundamentals applied to both digital and physical mediums
- Experience creating accessible, inclusive visual content that serves diverse audiences and communities
- Demonstrated ability to translate complex organizational objectives into clear, engaging visual communications
- Knowledge of print production workflows, technical specifications, and vendor coordination for professional print materials
- Proven track record managing stakeholder relationships, incorporating feedback iteratively, and delivering high-quality design solutions on deadline