

GRAPHIC DESIGN & BRAND STRATEGIST

ZAN DEAN

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[Portfolio](#) | [LinkedIn](#)

EDUCATION

B.S. Business &
Marketing – UAGC
(Apr 2024)

Certificate in Graphic
Design (In Progress) –
Sessions College

CORE SKILL

- Brand Identity
- Workflow Automation
- Graphic Design (Print + Digital)
- Email Marketing
- UX/UI Principles
- CRM Management
- SOP Development
- Canva
- Adobe Creative Suite
- Client Communication
- Web & Content Strategy

TOOLS

Adobe Suite,
Microsoft Suite, Wix,
WordPress, Figma (in
progress), Canva,
Mailchimp, Google
Workspace Suite,
Slack, Asana

CONNECTIONS

- Programming Committee member AIGA Asheville 2023-current

PERSONAL PROFILE

Creative systems strategist and multidisciplinary graphic designer with 3+ years of experience across brand identity, visual communications, workflow automation, UX design, and digital systems. Specializes in translating complex processes into scalable, user-centered design solutions with a strong visual foundation. Proven success in coworking, agency, and e-commerce environments. Seeking hybrid roles in graphic design, brand strategy, creative operations, or internal design systems where aesthetics and functionality align.

EXPERIENCE

2023 – PRESENT MOJO COWORKING – ASHEVILLE, NC | OPERATIONS & BRAND SYSTEMS LEAD

- Overhauled CRM, automating onboarding, bookings, and billing workflows
- Designed brand assets: signage, print collateral, newsletters, digital templates, merch
- Created internal SOPs, onboarding documentation, and tech support guides
- Audited accounts, reconciled billing, and redesigned membership tiers
- Migrated newsletter and developed brand-aligned templates
- Led policy writing (sponsorships, member agreements)

OCT 2023 – PETIT BOURGEOISE MARKETING & OCT 2024 AUTOMATIONS – INTERIM CREATIVE DIRECTOR

- Directed branding, UX, and design strategy for small business clients
- Developed tiered brand and web packages from logo to full-scale automation
- Led content planning, conversion-oriented UX, and site builds

JUN 2020 – REMEDY RISING | BRAND DESIGNER & JAN 2023 STRATEGIST

- Developed brand identity, website, and pitch deck; secured \$2.5K grant funding