

Mason Vance

A creative with a drive to design engaging, thumb-stopping, world-building graphics. By combining a passion for stark graphic elements with a light design language, he creates unique systems tailored to the needs and challenges of any client.

Designer

masonvancedesign.com
masonvancedesign@gmail.com

Skills

Photoshop, InDesign, Illustrator, After Effects, Figma, AI Image Generation, Visual Design, Human-Centered Design, Wayfinding, Wireframing, Design Systems, Brand Design, Motion Graphics, Packaging Design, Print Graphics, Social Media Design, Email Design

Experience

BBDO Germany — Designer — June 2024 to Present

Executed the design and rollout of marketing materials for Porsche, focusing on bridging in-person events with growing social and online interaction.

Generated excitement for motorsports fans through interactive content and bedroom wall-worthy poster graphics.

Created print and digital assets for global seasonal campaigns for Lidl and its sub-brands.

Supported art directors and copywriters in evolving campaign visuals and developing new concepts.

Mason Vance Design — Freelance Graphic Designer — September 2019 to Present

Partnered with a local Atlanta art gallery supporting underrepresented communities, leading their visual branding and social content.

Provided creative and brand direction for small jewelry firms, boosting their market presence and visual identity.

Carter’s — Digital Graphic Designer — March 2023 to September 2023

Developed web and email assets that enhanced brand consistency and user experience.

Designed campaign graphics that generated over 100,000 clicks across digital channels.

Group East Data & Digital Media — Graphic Designer — May 2022 to October 2022

Maintained brand consistency during a major rebranding initiative.

Collaborated with copywriters to create engaging social content.

Led art direction for new business pitch materials.

BMKD — Art Director / Designer — March 2021 to March 2022

Developed and managed brand identity systems adaptable for both print and digital use.

Produced original content while maintaining visual consistency.

Handled day-to-day design needs across multiple clients.

Mizuno USA — Freelance Designer — October 2020 to April 2021

Created marketing materials and production-ready files for both print and digital platforms.

Adapted existing brand language to new deliverables for consistent cross-platform execution.

Havas Sports & Entertainment — Junior Designer — October 2019 to October 2020

Created graphics and content to support live brand experiences.

Designed environmental, print, motion, and digital assets, including wayfinding systems and social content.

Internships

Havas Sports & Entertainment — Creative Intern — June 2019 to October 2019

Produced visual content for internal and external pitch presentations.

Education

Savannah College of Art and Design
Bachelor of Fine Arts in Graphic Design

