

# Demille Taylor

San Francisco Bay Area | [LinkedIn](#) | [demilletaylor.com](http://demilletaylor.com)

## SUMMARY

As a visual designer and marketing strategist with both in-house and freelance experience in higher education and non-profit organizations. I've developed a strong foundation in creating high-quality design work and helping organizations identify and implement strategies that drive growth, meet goals, and boost visibility.

## EDUCATION

*B.S. Visual Communication Design* / San Francisco State University, San Francisco, CA

*M.A. Visual Communication Design* / San Francisco State University, San Francisco, CA (Expected Fall 2027)

## SKILLS

- **Software:** Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Lightroom, XD, Express, After Effects, Premiere Pro); Figma, Miro, Canva, Blender, Unity 3D, iMovie, Zubyte, Visual Studio Code, HTML/CSS, Cargo, Elementor, Drupal, SquareSpace, Slack, Notion, Google Workspace, Microsoft Office, Fellow, Monday, Linktree, Bit.ly
- **Design and Marketing:** Visual Design, Branding, Marketing Strategy, Design Thinking, Copywriting, Photography, User Research, Wireframing, Prototyping, Motion Graphics, Social Media Management
- **Professional:** Precision and Accuracy, Balancing Concurrent Projects, Public Speaking, Adaptability, Problem-Solving, Critical Thinking, Active Listening, Leadership, Communication, Collaboration, Project Management

## WORK EXPERIENCE

*Senior Graphic Designer* / Associated Students of SF State University, San Francisco, CA

08/2023 - Present

- Creative Lead for the headquarters' 50th-anniversary campaign and visual identity: designed branding and managed all design aspects, including research, prototyping, and final deliverables. Ensure brand consistency through templates and guidelines (2025-2026 AY).
- Creation of marketing materials (posters, handouts, social media deliverables) for all 13 programs and organizations housed within Associated Students.
- Develop branding and deliverables for the student government election campaign (Spring 2025).
- Creative Lead for the organization's 80th-anniversary campaign and visual identity: designed branding and managed all design aspects, including research, prototyping, and final deliverables. Ensure brand consistency through templates and guidelines (2024-2025 AY).
- Produced 270+ print and digital deliverables for 40+ requests (Fall 2024) and 400+ deliverables for 70+ events (2023-2024 AY), ensuring 98% on-time or early delivery.

*Student Assistant: Research, Circulation, and Design* / J. Paul Leonard Library, San Francisco, CA

08/2021- Present

- Design itineraries, posters, flyers, information pamphlets, and children's library cards.
- Create and adapt digital resources for accessibility, including transcriptions and captions.
- Develop instructional materials (online tutorials, research guides, and handouts).
- Perform in-class student instruction on library resources (databases, journals, services).
- Create training materials and procedures for onboarding new employees.

*Gen-Z Engagement Intern* / Commonwealth Club of California, San Francisco, CA

10/2021 - 09/2022

- Identified appealing social media platforms and tools for target audiences.
- Planned and executed social media marketing campaigns.
- Created original content in text, audio, visual, and multimedia formats.
- Designed and edited images; engaged Gen Z audiences through comments and replies.
- Tracked and reported engagement strategy results to the department President and Coordinator.