



Landon Cornelius
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SUMMARY

Innovative and results-driven designer with a decade-long track record in branding and marketing. Demonstrated proficiency in rapidly applying and mastering new design concepts and technologies. Excellent communicator, collaborator, and problem-solver, passionate about converging design with technology to tell compelling brand stories.

SKILLS

- Comprehensive oral and written communication skills
- Strategic and detail-oriented approach to design
- Brand identity design and strategy
- Skilled in UI and web design
- Expertise in Adobe Creative Suite, Figma, AI tools
- Deep understanding of typography
- 3D design and motion graphics
- Strong copywriting skills
- HTML, PHP, CSS
- Proficient in print design, production
- Environmental design and architectural visualization
- Experience with architectural photography

EXPERIENCE

Brand Designer & Founder
 Flashback LLC | Hampden, ME
 2016–Present

- Developed unique brand identities, including brand concepts, logos, brand colors, typography, collateral, and websites
- Assisted clients with brand strategy and developed comprehensive marketing plans
- Leveraged design skills and technological tools to create emotional impact through color, typography, and image compositions

Marketing & Design Specialist
 WBRC Inc. | Bangor, ME
 2017–Present

- Led the rebranding initiative to uniquely differentiate the company from competitors
- Collaborated with the Marketing Director to implement strategic marketing and creative initiatives
- Successfully managed company's website and social media, resulting in a 120% increase in LinkedIn page follows within six months

Graphic Designer, Print Production
 Print Bangor | Bangor, ME
 2015–2017

- Developed new logos and marketing collateral for Print Bangor and its clients
- Designed print materials in a fast-paced environment while maintaining creative problem-solving skills

Chief Administrative Officer
 Hersey EyeCare | Hermon, ME
 2014–2017

- Developed branding and designed marketing collateral while maintaining design principles
- Managed digital and social media marketing with a focus on visual storytelling

Bindery Worker
 PCC Print Shop | Pensacola, FL
 2012–2014

- Operated large print, finish, and bindery machines while assisting with general assembly and warehouse work

EDUCATION

Studio Art, minor in Advertising
 Pensacola Christian College
 2012–2014

Self-directed courses:

- Learn UI Design, Kennedy Design
- Intro to HTML and CSS, Udacity

- UX Fundamentals, The Futur
- Typography 01, The Futur
- Brand Strategy Fundamentals, The Futur
- Logo Design: Concept to Presentation, Sagi Haviv
- Contemporary Brand Identity, Michael Johnson
- Presentation Design, Katya Kovalenko
- Web Design: Becoming a Professional, Flux