

SHELDON GLISSON

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Senior Graphic Designer | Brand Designer

Creative and results-driven Senior Graphic Designer with 5+ years of experience crafting impactful visuals across digital, print, and social media. Skilled in branding, motion graphics, and campaign design, with a proven ability to translate complex business goals into visually compelling content that drives awareness and growth. Experienced collaborating cross-functionally with marketing, content, and social teams to deliver consistent, high-performing creative assets. Adept at leading visual direction, mentoring other designers, and incorporating AI-enhanced design tools to push creative boundaries. Brings a balance of strategic thinking, hands-on execution, and passion for storytelling that elevates brand identity and audience engagement.

CORE SKILLS

- **Creative Direction & Design:** Branding, Logo Design, Illustration, Automotive Graphics, Environmental Graphics, Large-Format Design, Motion Graphics, Package Design
- **Social Media & Campaign Design:** Social Media Content Creation, Paid/Organic Campaigns, Influencer Collaboration, Ad Creative Development
- **Software & Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Firefly, Express, XD), Maya, Sora, ElevenLabs, Figma
- **AI & Emerging Tech:** Generative AI (ChatGPT, Sora), AI-Enhanced Design Tools, Automation in Creative Workflows
- **Video & Multimedia:** Video Editing, Animation, Typography, Color Theory, Photography
- **Project Management & Cross-Functional Collaboration:** Art Direction, Production Artwork, Stakeholder Management, Time Management, Client Engagement
- **Marketing & Analytics:** Brand Strategy, Market Positioning, Social Analytics, Google Analytics 4, Facebook Ads Creative

PROFESSIONAL EXPERIENCE

Relias – Morrisville, NC

Senior Social Media Designer

April 2022 – November 2025

- Design and execute social media content for marketing campaigns across multiple B2C brands, delivering static and motion graphics for organic and paid social, display ads, email visuals, and branded assets such as logos, merchandise, and packaging.
- Collaborate on marketing initiatives with brands like Virgin Voyages, AT&T, and the American Red Cross, producing high-impact visuals that drive engagement.
- Contributed to a 637% increase in website traffic, 71% boost in CTR, 55% reduction in CPC, and 76% growth in Instagram and TikTok audiences through strategic design and original content.
- Manage multiple projects, ensuring high-quality, on-brand creative output while providing art direction and maintaining consistency across all visual touchpoints.

Relias – Morrisville, NC

Social Media Designer

May 2021 – April 2022

- Designed and executed monthly social media content for Wound Care and other B2C brands, driving engagement and maintaining brand consistency.
- Created visuals, wrote post copy, collaborated on content development, and managed the approval workflow.
- Scheduled content and interacted with audiences to enhance community engagement and brand visibility.

The Decal Source – McLeansville, NC

Senior Graphic Designer (Contract)

December 2025 – Present

- Provide ongoing contract design support across automotive graphics, vehicle wraps, environmental graphics, illustration, and branded promotional assets for a diverse range of client projects.
- Create production-ready artwork including race car and trailer wraps, murals, logo redraws, decals, patches, and experiential graphics for clients including Toyota and High Point University.

KidsLife Preschool – Naples, FL

Brand Designer

May 2025 – October 2025

- Led full brand development including logo design, visual identity system, brand guidelines, and website design to establish a cohesive, modern presence.
- Created multi-channel marketing assets such as facility signage, organic and paid social media graphics, and direct-mail advertising to support enrollment and community outreach.

Glisson Graphics – Raleigh, NC

Graphic Designer

October 2020 – Present

- Provide branding, illustration, automotive graphics, print, packaging, motion, and digital design solutions for clients across multiple industries.
- Create marketing-driven visuals that support client goals, strengthen brand identity, and boost engagement and sales.

EDUCATION

Savannah College of Art & Design

Bachelor of Fine Arts (BFA) | Major: Graphic Design | Minor: Animation

CERTIFICATIONS & TRAININGS

- Branding & Strategy
- Facebook Ads Creative
- Google Analytics 4 For Beginners
- Branding
- Principles of Persuasive Design