

REMINGTON SHELTON GLISSON

Raleigh, NC | 803-606-3202 | sglissongraphics@gmail.com | www.glissongraphics.com/sheldongliss

Senior Graphic Designer | Brand Designer

Senior Graphic Designer and Brand Designer with 8 years of experience creating strategic visual solutions across branding, digital marketing, print, web, motion, and social media. Experienced partnering with cross-functional teams to translate business objectives into compelling creative that drives engagement, strengthens brand identity, and supports measurable growth. Proven success delivering integrated campaigns, scalable brand systems, and high-performing marketing assets for startups, nonprofits, healthcare organizations, and nationally recognized brands including Virgin Voyages, AT&T, Toyota, and the American Red Cross.

CORE SKILLS

- **Creative Direction & Design:** Branding Identity, Logo Design, Creative Direction, Print Design, Packaging Design, Environmental Design, Large-Format Graphics, Illustration, Typography, Color Theory
- **Marketing & Campaign Design:** Integrated Marketing Campaigns, Social Media Design, Paid Advertising Creative, Email Design, Display Design, Presentation Design
- **Digital & Motion:** Motion Graphics, Video Editing, Animation, Website Design, UI Design, Landing Page Design
- **Software & Creative Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premier Pro), Figma, Adobe Firefly, Adobe Express, Maya
- **AI & Emerging Technology:** ChatGPT, Sora, ElevenLabs, LTX Studio, Runway, Claude, Mubert, AI-Assisted Design Workflows, Creative Automation, Prompt Development
- **Collaboration & Leadership:** Art Direction, Cross-Functional Collaboration, Client Relations, Stakeholder Management, Project Management
- **Marketing & Analytics:** Brand Positioning, Brand Strategy, Google Analytics 4, Facebook Ad Creative

PROFESSIONAL EXPERIENCE

The Decal Source – McLeansville, NC

Senior Graphic Designer (Contract)

December 2025 – Present

- Provide ongoing contract design support across automotive graphics, vehicle wraps, environmental graphics, and large-format production.
- Produce production-ready artwork for clients including Toyota and High Point University
- Collaborate with clients and production teams to deliver accurate, print-ready creative.

Glisson Graphics – Raleigh, NC

Senior Graphic Designer

October 2020 – Present

- Operate an independent branding and design studio providing strategic creative services for businesses across healthcare, education, automotive, hospitality, nonprofits, and consumer products.
- Lead branding, websites, packaging, marketing campaigns, social media assets, motion graphics, and print projects from strategy through final delivery.
- Manage client relationships, project scoping, proposals, timelines, creative direction, and production while delivering custom design solutions aligned with business objectives.
- Deliver strategic creative solutions that strengthen brand identity and support measurable business growth.

Relias – Morrisville, NC

Senior Social Media Designer

April 2022 – November 2025

- Led creative execution across multiple B2C brands, producing integrated campaigns for paid social, organic social, email, display advertising, packaging, and branded collateral.
- Produced creative contributing to 637% website traffic growth, 71% higher CTR, 55% lower CPC, and 76% audience growth across Instagram and TikTok.
- Designed campaigns supporting nationally recognized brands including Virgin Voyages, AT&T, and the American Red Cross.
- Partnered with cross-functional marketing teams to deliver strategic, high-performing creative while managing multiple concurrent campaigns.

Relias – Morrisville, NC

Social Media Designer

May 2021 – April 2022

- Developed monthly social campaigns for healthcare B2C brands, creating graphics, motion assets, and written content that strengthened brand consistency and audience engagement.
- Collaborated with marketing teams to design, review, schedule, and publish content across multiple social platforms.
- Supported campaign strategy through creative concept development and content planning.

KidsLife Preschool – Naples, FL

Brand Designer

May 2025 – October 2025

- Led the complete branding of a growing preschool organization, creating its visual identity, website, signage system, social advertising, and marketing collateral.
- Developed a cohesive brand system spanning digital and print touchpoints and produced brand guidelines to support long-term consistency.

EDUCATION

Savannah College of Art & Design (SCAD)

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

PROFESSIONAL DEVELOPMENT & TRAINING

- Branding & Strategy (CXL)
- Principles of Persuasive Design (CXL)
- Facebook Ads Creative (CXL)