

CREATIVE DESIGNER

LORI BASSHAM

As a creative problem-solver with 14 years of experience, I excel in crafting meaningful visual stories. Specializing in branding and production design, I develop strategic solutions that communicate with impact.

GRAPHIC DESIGNER | BRAND & PRODUCTION

Christ Chapel Bible Church | Fort Worth, TX | July 2023 - Present

- Developed creative concepts with production-ready designs for consistent market presence at a multi-site mega church
- Leveraged industry-standard tools to deliver comprehensive brands within a diverse, collaborative team
- Oversaw the end-to-end design process, from initial concept through to final production, optimizing workflows and meeting tight deadlines
- Managed the production of high-quality visual assets for multiple campuses across various media, ensuring adherence to brand guidelines and project specifications
- Collaborated with cross-functional teams to translate strategic objectives into compelling design solutions and promotional materials
- Presented polished and strategic brand concepts to stakeholders, ensuring clear communication of design rationale and alignment with client objectives

LEAD GRAPHIC DESIGNER | ART DIRECTION & BRAND DEVELOPMENT

Whole Web Works | Remote | March 2022 - May 2023

- Designed and launched a successful rebrand for Whole Web Works, boosting brand recognition
- Crafted custom client branding, brand boards, and social media graphics, increasing overall client engagement and satisfaction
- Coordinated client communications toward goals, timelines, and project scopes to ensure timely and efficient project delivery
- Coached the team to unify brand strategy and improve design workflows, enhancing consistency and reducing turnaround time

BRAND DESIGNER

Grace Church | Bangkok, Thailand | April 2016 - February 2019

- Conceptualized and implemented overall branding
- Led successful social media and promotional campaigns
- Created a variety of promotional materials for print and digital use that aligned with brand standards

CREATIVE TEAM LEAD

Vision Missions | Alpharetta, GA | January 2010 - April 2013

- Taught design fundamentals crash course
- Directed and mentored a team of six designers, driving development and execution of visual strategies.
- Strategized with the team on various social media and marketing campaigns
- Cultivated a positive work environment, established trust and inspired team members to achieve their potential

CONTACT

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EDUCATION

BS in Graphic Design
Minor in Advertising
Pensacola Christian College

SKILLS

Photoshop
InDesign
Illustrator
Microsoft Office
Web Fundamentals
Wordpress Basics

LANGUAGES

English
Native Proficiency
Thai
Working Proficiency

