

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
Carousel
Function Point

LANGUAGES

English
Native Proficiency
Thai
Working Proficiency

