

Hi! I'm Logan Turner (She/Her)



As a passionate and holistic designer and marketer,

I thrive on creating thoughtful and innovative solutions and strategies. My entrepreneurial spirit has allowed me to gain versatile experience, from freelancing for diverse clients to working with established companies. I have led and contributed to impactful brand, marketing, and sales initiatives, driving significant growth and success. I'm dedicated to transforming ideas into memorable experiences. Beyond design, I bring support, camaraderie, and a focus on genuine connections to every collaboration. It's not just about the visuals and data; it's about building meaningful relationships.



Education

Bachelors of Graphic Design
SUNY Oswego | Oswego, NY
2016 - 2020

Bachelors of Marketing
SUNY Oswego | Oswego, NY
2016 - 2020

Skills/Program Expertise

- Brand identity: design, development, and implementation
- Social media design, development, and management (paid and organic)
- Funnel-down sales design and development
- Web design, development, management, and reconstruction (HTML, CSS)
- Illustration (vector, digital, brand, infographic, print)
- Content layout and long-form design
- Content migration
- Design and communications strategy development and implementation
- Marketing analytics (digital, product, research)
- Project management
- Cross-team collaboration
- Research and development
- Strong creative process
- Strong communication and interpersonal skills
- Quick learner with a desire to take on new tasks
- **Design software:** Adobe Creative Suite, Adobe Express, Canva, Figma, Keynote, Procreate
- **Content management:** Hubspot, Squarespace, Wix, Wordpress
- **Data storage:** Basecamp, Dropbox, Google Drive, S3 Management
- **Cloud collaboration services:** Airtable, Asana, Monday, Trello, Wrike
- **Social media:** Behance, Dribbble, Facebook, Instagram, LinkedIn, Twitter

Experience

Freelance/Contract Graphic Designer

Various Organizations

Remote | September 2019 - Present

- Brand identity: development, design, and implementation.
- Web design, development, management, and reconstruction.
- Market research to identify target audiences and design trends.
- Design, develop, monitor, and publish content across multiple platforms.
- Product photography and staging.
- Event planning, coordination, and participation in client events.
- Manage multiple projects simultaneously while prioritizing client engagements and deadlines.
- Evaluate brand performance and growth across multiple channels.
- Maintain and nurture professional relationships with new and existing clients.

Senior Graphic Designer

Bonterra Tech

Remote | March 2022 - September 2023

- Design company-branded down-funnel marketing and sales assets (print, digital) for Bonterra Tech's 6+ legacy brands.
- Develop, rework and prepare designs in Figma and Adobe Creative Suite.
- Create original designs for clients as well as advise on design and marketing choices.
- Design, develop and edit company web pages.
- Lead the direction of Bonterra's illustration design.
- Correspond and fulfill cross-functional, cross-team clients' needs.
- Rebranded over 100+ assets in preparation for Bonterra's brand launch.

Graphic Designer

GiveGab

Remote | January 2021 - March 2022

- Create graphics and develop branding for online fundraising Giving Day sites.
- Design and manage brand identity development for Giving Days.
- Front-end design for Giving Day and GiveGab webpages.
- Correspond and fulfill Giving Day clients' needs.
- Develop and design GiveGab branded marketing, advertising and social media assets.
- Mentor Jr. Graphic Designer.