MARSHAWN KNIGHT

SENIOR GRAPHIC DESIGNER

CONTACT

mknightdesign24@gmail.com

www.linkedin.com/in/marshawn-knight

www.mknightdesign.com

(951) 902-8496

Moreno Valley CA

Senior Graphic Designer with 14 years of experience creating and crafting compelling visuals that elevate brand identity and drive audience engagement. Expert in translating complex concepts into clean, impactful designs across digital, print, and experiential platforms.

Adept at leading creative teams, optimizing end-to-end design workflows through modern technologies like Generative AI, and aligning artistic direction with strategic business goals. Proven track record of delivering large-scale sales campaigns and mentoring junior designers to achieve creative excellence.



PROFESSIONAL EXPERIENCE

Senior Graphic Designer — Apr 2023 - Oct 2026

iHerb, LLC • Irvine, California

- **Creative Execution:** Developed and executed creative concepts aligned with iHerb's global brand guidelines, ensuring absolute visual consistency across digital, social, and print media.
- **Campaign Leadership:** Led the design of high-impact marketing campaigns ranging from seasonal promotions to major product launches, delivering high-performing assets for web, email, social, and paid advertising.
- **Workflow Optimization:** Integrated Generative AI tools (Adobe Firefly, Midjourney) into the creative pipeline, accelerating storyboarding, asset generation, and time-to-market for global campaigns.
- **Cross-Functional Collaboration:** Partnered closely with marketing, merchandising, and e-commerce teams to translate high-level strategic objectives into visually compelling creative solutions.
- **Team Mentorship:** Provided constructive feedback and design direction to junior team members, upholding visual excellence across all global deliverables.
- **Market Relevance:** Stayed ahead of emerging design trends, tools, and technologies to keep iHerb's creative output fresh, innovative, and highly competitive in the global wellness marketplace.

Graphic Designer — Mar 2012 - Apr 2023

iHerb, LLC • Perris, California

- **Campaign Production:** Collaborated with marketing and product teams to produce cohesive multi-channel marketing campaigns across web, social platforms, and print media.
- **Visual Asset Creation:** Designed high-quality marketing collateral for competitive B2B and B2C campaigns, contributing directly to a measurable increase in lead generation.
- **Brand Management:** Created and maintained robust brand style guides to enforce visual consistency across all newly developed corporate assets.
- **UI/UX Collaboration:** Partnered with front-end developers to design responsive website layouts, significantly improving user experience, site navigation, and digital conversion rates.
- **Layout Design:** Structured complex arrangements of illustrative material, copy, and typography utilizing industry-standard computer software to generate fresh visual imagery.

EDUCATION

Bachelor of Arts in Graphic Design
The Art Institute of California • Orange County

TOOLS

Creative Suites:
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)

AI Tools:
- Adobe Firefly
- Midjourney
- DALL-E 3

Web & Collaboration:
- Figma
- Responsive Web Design Assets
- Project Management Software

CORE SKILLS

Design & Strategy:
- Campaign Strategy
- Brand Identity
- Creative Direction
- Typography
- Layout Principles
- B2B & B2C Marketing
- Digital & Print Production
- Team Leadership & Mentorship

AI & Innovation:
- Generative AI Art Direction
- Rapid Concept Ideation
- Prompt Engineering
- Workflow Automation