

Logan Palmer • Marketing and Graphic Design

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Multidisciplinary graphic designer with five years of professional experience creating polished visual communications across digital, social, branding, campaign, presentation, web, and print environments. Experienced in translating complex ideas into accessible visuals, developing creative work from concept through production, and collaborating with marketers, project managers, editors, engineers, researchers, and external partners. Brings a background in graphic design, photography, videography, psychology, UX, and audience-focused storytelling.

Experience

Graphic Designer, Marketing Specialist, toXcel • October 2024 - Present

- Design visual assets for digital, social, web, print, presentation, training, proposal, and marketing initiatives serving public and private sector clients.
- Collaborate with engineers, behavioral scientists, project managers, editors, and subject-matter experts to translate technical, research-based, and safety-focused information into clear, polished, and accessible materials.
- Develop branded presentations, proposal graphics, reports, resource guides, training toolkits, campaign materials, website updates, and educational resources while maintaining visual consistency across deliverables.
- Create materials for national transportation safety initiatives, including digital and instructor-led training, technical publications, outreach campaigns, and audience-specific resources for law enforcement, transportation professionals, school communities, parents, and children.
- Created the visual design system for a transportation safety action plan, including maps, icons, charts, tables, report layouts, and corridor-specific graphics.
- Recreated and customized regulatory graphics and roadway signage for Virginia's version of the Federal MUTCD, coordinating with engineering and safety teams to ensure technical accuracy.

Freelance Graphic Designer & FAA-Certified Drone Videographer • May 2024 - February 2025

- Create social media content, digital advertisements, promotional videos, print collateral, packaging, and branded marketing materials for wineries and small businesses throughout the Bay Area and Livermore wine region.
- Capture and edit aerial drone footage for promotional campaigns, websites, digital platforms, and social media.
- Combine graphic design, photography, videography, and storytelling to help clients showcase their locations, products, customer experiences, and brand personalities.
- Maintain an FAA Part 107 Remote Pilot Certificate for commercial drone photography and videography.

Marketing, Dominican University of California • February 2023 - October 2024

- Designed print and digital creative for university-wide campaigns, maintaining consistent branding across social media, email, web, advertising, presentations, events, and printed publications.
- Created audience-focused campaign materials promoting academic programs, research initiatives, institutional events, and student recruitment.
- Collaborated with marketing staff, academic departments, faculty, photographers, print vendors, and university stakeholders to manage projects from initial concept through final delivery.
- Used enrollment information, audience engagement trends, and program feedback to guide campaign messaging and improve the relevance of marketing materials.
- Led UX/UI initiatives, including a homepage redesign in Figma focused on usability, visual hierarchy, and alignment with university brand standards.
- Provided photography and videography support for institutional campaigns, programs, events, and research initiatives such as for recruitment presentations and webinar graphics for the Applied Sport and Performance Psychology Program.

Graphic Designer, Doing Good Works • September 2022 - January 2023

- Designed branded sales presentations and custom slide decks for promotional branding using Adobe InDesign and Canva.
- Created merchandise concepts and production mockups aligned with client brand standards.
- Produced digital and print marketing collateral supporting promotional campaigns, customer presentations, and sales initiatives.

Production Assistant & Graphic Design Intern, Hello Humans Co • May 2019 - September 2019

- Filmed and edited podcast episodes which helped to increase Hello Humans Patreon follower base and donations.
- Built templates for social media posts on applications such as Instagram, Facebook, Twitter, and Patreon that increased time efficiency when sharing new content.
- Assisted in the creation of the company's style guide that ensured brand consistency when working across various digital platforms.

Education**San Diego State University**

Master of Business Administration, In Progress (Part Time), Expected 2027

Dominican University of California

Bachelor of Arts in Graphic Design (May 2020)

Bachelor of Arts in Psychology (May 2021)

Activities: Torch Leadership Program

UC Berkeley Extension

UX/UI Design Certificate

Certificates

- FAA Part 107 Remote Pilot Certificate
- Adobe Professional Certificate, Essential Skills in Adobe Illustrator
- Adobe Professional Certificate, Essential Skills in Adobe InDesign
- PowerPoint Essential Training, Microsoft 365
- WordPress Essential Training

Skills

Design: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, Audition, Canva, Figma, After Effects

Marketing and Content: Social media design, campaign development, brand systems, digital advertising, visual storytelling, presentation design, photography, videography, drone content

Digital and Productivity: WordPress, PowerPoint, Microsoft Office, Google Workspace, Asana, Zoho

Creative Capabilities: Typography, layout systems, branding, moodboards, concept development, production-ready files, UX/UI design, information design, print production

Collaboration: Creative reviews, stakeholder communication, cross-functional teamwork, project management, vendor coordination