



# PATRICK GRAPHIC DESIGN & MARKETING SILVERTHORN

## PATRICK SILVERTHORN

Creative Leader / Senior Graphic Designer

**LOCATED**  
Metro Detroit Area

**PHONE**  
(586) 871 9422

**EMAIL**  
PatrickSilverthorn@rocketmail.com

**WEBSITE**  
PatrickSilverthorn.com

### CORE STRENGTHS

- Brand & Seasonal Campaign Development
- Creative Direction & Concepting
- Full-Funnel Campaign Execution
- Visual Identity & Design Systems
- Cross-Functional Collaboration
- Lifestyle, Studio & Event Production
- Digital & Physical Brand Touchpoints
- Presentation & Stakeholder Communication
- Team Leadership

### SKILLS & TOOLS

#### CREATIVE & DESIGN

- Adobe Creative Suite
- Figma / Adobe XD
- Wordpress
- AI Certification

#### PRODUCTION

- Photography, Video Content, 3D (Blender), Large-Format Printing, Vinyl, Screen Printing, Embroidery, 3D Printing, Laser Engraving, Plot Cutters

## PROFESSIONAL SUMMARY

Brand Creative Lead and Senior Graphic Designer with 10+ years of experience leading integrated brand campaigns across digital, print, social, environmental, and experiential channels. Proven track record of building brands from the ground up, developing seasonal narratives, and translating marketing strategy into cohesive creative systems. Hands-on leader with deep production expertise and strong cross-functional collaboration across marketing, product, and operations teams.

### 2023-CURRENT | Senior Graphic Designer / Brand Creative Lead

*Friedman Real Estate*

- Lead brand-level creative strategy and execution across marketing campaigns, digital platforms, environmental signage, and experiential initiatives
- Develop and maintain visual and verbal brand standards across multiple business units and service lines
- Translate marketing and business objectives into integrated, full-funnel creative campaigns
- Partner closely with executive leadership and operations to ensure consistency across all touchpoints
- Manage production workflows and vendor relationships to deliver high-quality assets on time and on brand

### 2021-2023 | Team Lead / Senior Graphic Designer

*Total Life Changes*

Contributed to brand and product storytelling for a national supplement and wellness company, supporting digital, retail, and event channels.

- Developed product launch creative, packaging, and advertising assets
- Collaborated with marketing teams on full-funnel digital campaigns, including email journeys and social content
- Led visual execution for large-scale events and distributor experiences
- Created 3D product composites, apparel graphics, video content, and web design assets
- Ensured regulatory and brand compliance across all consumer-facing materials

### 2019-2021 | Senior Graphic Designer & Marketing Creative Lead

*The HUB Stadium*

Owned creative direction for all customer-facing materials across entertainment, restaurant, and event verticals in a fast-paced, high-volume environment.

- Developed integrated campaigns supporting events, promotions, and seasonal initiatives
- Led design and messaging across social, email, digital menus, out-of-home, and broadcast advertising
- Partnered with marketing and operations teams to align creative with business goals and customer acquisition strategies
- Oversaw production for food photography, large-format signage, billboards, and vinyl installations
- Ensured brand consistency across frequent menu and promotional updates

### 2014-2019 | Graphic Designer / Marketing Coordinator / Brand Creative Lead

*AirTime Trampoline & Game Parks*

Led the development and creation of a complete brand identity and creative system for a multi-location entertainment brand, establishing visual standards used across separate franchise locations.

- Translated marketing strategy into brand-level creative concepts and seasonal campaigns
- Built and maintained comprehensive brand design standards across print, digital, environmental, and experiential channels
- Partnered directly with executive leadership to guide brand evolution and ensure consistency across all consumer touchpoints
- Led creative production including photography, mascot design, environmental graphics, vehicle wraps, and web experiences
- Directed cross-channel executions spanning paid media, social, email, web, and in-park experiences

## EDUCATION

### GRADUATED 2012 | Graphic Design AAS

- Associates of Applied Science (Media & Communication) Digital Design & Layout
- Associates of Applied Science (Media & Communication) Collaborative Media
- Associates of Applied Science (Media & Communication) Interactive Web Media