



CORDELL WALKER



EXPERTISE

BRAND STEWARDSHIP
& STYLE GUIDES

LEADERSHIP &
COMMUNICATION

CROSS-FUNCTIONAL
COLLABORATION

LAYOUT & LOGO DESIGN

PRINT & DIGITAL DESIGN

MARKETING CAMPAIGN
DEVELOPMENT

VISUAL STORYTELLING

PROJECT &
VENDOR MANAGEMENT



TECH SKILLS

ADOBE CREATIVE SUITE



MICROSOFT OFFICE



WEBSITE DESIGN



APPLE / MACOS



Deforest, WI, 53532 | 920-428-0985 | Cordelljwalker@gmail.com | Cordellwalkercreative.com



PROFESSIONAL SUMMARY

Brand-focused visual designer with 10+ years of experience in graphic design, marketing, and brand management. Proven track record building and stewarding brand systems, producing high-quality print, digital, and presentation materials, and leading design projects from concept through delivery. Skilled in cross-functional collaboration, vendor and timeline management, and translating strategic goals into compelling visual work. Proficient in the full Adobe Creative Suite and Microsoft Office, with hands-on experience in print production and digital asset management.



WORK HISTORY

Art Director

Athletic Business Media, Inc. | Madison, WI

August 2021 - Present

Own brand stewardship for the company's publications, trade shows, and marketing initiatives, developing design concepts and style guidelines that maintain visual consistency across all channels. Lead execution of marketing campaigns and email marketing communications, manage the company's social media presence (Facebook, Instagram, Twitter/X, LinkedIn), and partner cross-functionally with internal departments and external vendors to oversee multiple concurrent design projects and ensure on-time, high-quality delivery.

Graphic Designer

Experimental Aircraft Association | Oshkosh, WI

June 2018 - August 2021

Served as lead designer on 80+ magazine issues and a wide range of print and digital marketing collateral, ensuring brand consistency across all materials. Directed design and production of a daily newspaper published throughout the AirVenture convention, managing tight deadlines under high-volume production demands, while collaborating with clients and senior leadership to align creative output with strategic brand objectives and lead marketing campaigns from concept through completion.

Graphic Design Assistant

Ripon College | Ripon, WI

September 2015 - May 2018

Designed brochures, posters, social media graphics, and magazines using Adobe Illustrator, InDesign, Bridge, and Photoshop, partnering with the Director of Creative and Social Media to revise and update design projects and keep materials current and on-brand.

Lab Processing Associate

Exact Sciences Laboratories | Madison, WI

November 2024 - April 2026

Support day-to-day operations of the Specimen Processing Department, applying strong attention to detail and process discipline in a high-volume, quality-driven environment.



EDUCATION

Bachelor of Arts and Science

Ripon College | Ripon, WI

September 2014 - May 2018

Bachelor's degree in Sports Management, with a minor in Business Management, emphasizing Graphic Design and Marketing.