



Corin Cianfrocco

Senior Graphic & Digital Designer

Transforming Brands Through Infographics, Photography & Digital Design

Chicago, IL



ccianfrocco.com



[linkedin.com/in/ccianfrocco](https://www.linkedin.com/in/ccianfrocco)



corincianfrocco@gmail.com



585.764.4182

TECHNICAL SKILLS

Adobe Creative Suite: InDesign • Illustrator • Photoshop • Acrobat Pro • Premiere Pro • After Effects • Animate • XD • Figma • Canva • Google Slides • Microsoft PowerPoint • Keynote • Wordpress • Wix • Squarespace • Instapage • BeePro • Hubspot • Hootsuite • Planoly • Beaver Builder • Monday.com • Workfront • Asana

PROFESSIONAL SKILLS

Digital Design • Print Design • Branding • Presentation Design • UI/UX • Social Graphics • Infographic Storyteller

EDUCATION:

Masters: Graphic Design, Communication

Rochester Institute of Technology

Bachelors: Photographic Illustration, Communication

Rochester Institute of Technology

PROFESSIONAL SUMMARY

Creative and detail-oriented Senior Graphic & Digital Designer with expertise in digital and print design, translating research insights into high-impact branch-facing materials like one=pagers, landing pages, and graphics. Skilled in infographic storytelling, service design, and UI/UX principles with a proven ability to collaborate with cross-functional teams to deliver cohesive, brand-aligned solutions.

WORK EXPERIENCE:

Senior Brand and Graphic Designer

Quest Diagnostics: Medical & Diagnostic Lab. | Contract | 05/2024 – Current

- Designed interactive PDFs, banners, social media graphics, and print collateral, ensuring brand compliance for B2B/B2C health audiences.
- Translated research insights into high-quality communication materials that align with audience needs and brand standards.
- Collaborated with cross-functional teams to align learning materials with business objectives and ensure process consistency.
- Partnered with copywriters and marketers to create compelling content aligned with industry standards and demand-generation strategies.
- Maintained and evolved brand guidelines to ensure consistency across digital and print assets.

Senior Visual/Informational Brand Designer

Walmart Fulfillment & Multichannel Service Teams | Contract | 05/2024 – 01/2025

- Transformed sketches and text descriptions from the content and marketing SMEs into clear, brand-aligned infographics, icons, and documentation visuals for educational materials.
- Collaborated with marketing and communications teams to develop cohesive messaging across digital, print, and social channels, maintaining brand integrity and audience engagement.
- Managed a pipeline of visual asset requests, ensuring timely delivery to support training, marketing, and content teams.
- Developed executive-level presentations with dynamic visuals, icons, and narratives to support leadership communication and drive audience engagement.
- Maintained and updated internal design libraries and asset databases to streamline content creation and ensure brand consistency.

Senior Graphic Designer and Infographic Storyteller

Amtrak: Rail Train Service | Contract | 06/2023 – 04/2024

- Designed engaging visual content for social media, web, and marketing campaigns, ensuring clear messaging and brand alignment.
- Created graphics, infographics, and icons to simplify complex technical information for customers and internal stakeholders.
- Conducted storyboarding and research to develop high-impact design solutions that improved online user engagement.

Senior Digital Graphic Designer

Alight Solutions: Healthcare Benefits | Contract | 07/2023 – 11/2023

- Designed corporate healthcare benefit materials, including interactive PDFs, email templates, and web assets, and collateral for various campaigns to enhance user engagement.
- Collaborated with cross-functional teams (marketing, copywriters, sales) for all digital materials.
- Created reusable UI and Indesign templates for marketing campaigns to keep branding consistent and streamline workflow.

Senior Graphic Designer

Theralogix: Vitamin Supplements | 08/2022 – 11/2022

- Created digital and print assets, including landing pages, Amazon Plus pages, and social media ads, aligning with growth marketing strategies.
- Developed digital product renderings, lifestyle photography scenes, and infographics to support branding and performance marketing.
- Managed multiple projects, ensuring on-time delivery and seamless execution across digital and traditional media.

Lead Digital and Graphic Designer

CommerceHub: E-commerce | Contract | 05/2022 – 08/2022

- Led design and development of a new e-commerce site with Sales and Marketing, ensuring user flow and compliance with UX/WCAG standards.
- Worked with structured UI templates in Figma to maintain design consistency and streamline workflows.
- Designed and structured CMS content, improving navigation, product categorization, and content hierarchy for a seamless user experience.
- Developed landing pages and digital assets to support marketing campaigns, ensuring brand consistency and engagement.
- Created visuals, infographics, and presentations that strengthened the brand identity and enhanced storytelling across digital platforms.
- Produced video content for internal and external use, improving brand communication and engagement across e-commerce and marketing channels.
- Managed multiple design projects using Asana to ensure seamless collaboration, track milestones, and meet tight deadlines.

Interim Design Director

EasyKnock: Real Estate Finance | Contract | 08/2021 – 01/2022

- Developed marketing collateral (digital ads, landing pages, web assets, social media, GIFs and email campaigns) for clean brand consistency and user experience.
- Created engaging animations and UI assets, integrating motion design to enhance storytelling and user experience.
- Led art direction for web portal illustrations, collaborating with UX designers on icons, illustrations and landing pages aligned with branding guidelines.
- Coordinated with sales teams and agencies to create brand-specific presentations and a “How It Works” video to communicate the company’s mission to new clients.
- Utilized Canva to create quick-turnaround graphics for internal and external communications, ensuring brand consistency and visual clarity.

Graphic Designer

FirstLight Fiber Inc.: Fiber & Tech | Remote | 05/2019 – 08/2021

- Designed brand guidelines and visual identity elements to maintain consistency across multiple platforms.
- Produced marketing collateral, including website redesign and visual brand guidelines for cohesive communication.
- Produced engaging video assets for external audiences, from storyboard development to final production, ensuring alignment with communication goals.
- Teamed up with cross-functional teams to design promotional/sales materials, technical illustrations/infographics, social media, landing pages, GIFs, and pitch decks.

Art Director of Graphic Design and Photography

Hillside Family of Agencies: NPO | Rochester, NY | 08/2016 – 06/2018

- Led branding and design initiatives, ensuring consistency across marketing materials and campaign assets.
- Managed print production, photography, and layout design for reports, brochures, and digital content.

Primary Photographer and Graphic Designer

SentrySafe/Master Lock: Retail | Rochester, NY | 11/2011 - 5/2016