

PARIS BROWN

GRAPHIC DESIGNER

✉ parislee.brown@gmail.com

☎ (248) 605 - 1953

🌐 parisleeportolio.com

🌐 [linkedin.com/in/paris-leebrown](https://www.linkedin.com/in/paris-leebrown)

ABOUT

Graphic Designer with experience in internal communications, campaign design, branding, and visual storytelling across government, nonprofit, and client-based environments. Skilled in translating complex information into clear, engaging, and accessible visual content for both digital and print platforms.

SKILLS

Branding & Identity
Campaign Design
Layout Design
Typography
Print & Digital Design
Visual Storytelling
Internal Communications
Content Strategy
Project Management
Cross-functional Collaboration

SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Figma
Canva
Wix
Microsoft Office

EXPERIENCE

GRAPHIC DESIGNER (VIA AKKODIS)

WATERFORD, MI

Oakland County

2025 - 2026

- Designed and produced internal communication materials, campaigns, annual reports, and branded assets supporting Oakland County HR initiatives.
- Developed visually engaging digital and print materials that improved clarity, accessibility, and employee engagement across departments.
- Manage multiple projects simultaneously in a fast-paced environment, meeting tight deadlines and adapting to evolving priorities.
- Support large-scale initiatives such as employee engagement campaigns, benefits communications, and organizational reports (including annual reports).
- Ensure brand consistency across all deliverables while improving clarity, accessibility, and visual effectiveness of information.
- Contribute to content strategy by translating complex information into clear, user-friendly visual designs.

GRAPHIC DESIGNER

WATERFORD, MI

Signs Now

2022 - 2025

- Designed signage, branding, marketing materials, and production-ready graphics for a wide range of local businesses and clients.
- Maintain and update website sections, ensuring alignment with brand messaging and promotions
- Oversaw production processes and collaborated with team members and clients to troubleshoot print and design issues.
- Maintained consistency across formats by implementing brand standards and proofreading final copy.

COMMUNICATIONS & GRAPHICS ASSISTANT - REMOTE

LONDON, UK

NO MORE Foundation

2020 - 2021

- Designed national campaign graphics and digital media for initiatives focused on domestic abuse and sexual violence awareness.
- Developed print and digital marketing materials including event flyers, social posts, and newsletters, supporting public engagement across the UK.
- Collaborated on content strategy and storytelling, ghostwriting captions and short-form content for campaigns like NO MORE Week 5K.
- Contributed to virtual events coordination and visual communications, promoting participation across global audiences.

EDUCATION

Michigan State University

BFA in Graphic Design

East Lansing, MI

Oakland Community College

Associates of General Studies & Liberal Arts

Auburn Hills, MI

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