

taylor rupert

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Hi, I'm Taylor! I'm a Senior Graphic Designer and Brand Marketing Specialist with over 10 years of experience creating innovative, engaging design across digital and print media. I've led several branding and rebranding projects and managed the creation of advertisements, tradeshow assets, and cross-platform marketing campaigns. I take pride in precise, brand-driven design and am known for balancing high-level thinking with meticulous execution. I enjoy mentoring fellow designers and collaborating with creative and cross-functional teams. I actively seek opportunities to evolve my skills and bring fresh ideas to the table. Thank you for your consideration!

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design, 2015

Bowling Green State University (BGSU)
Summa Cum Laude

WORK EXPERIENCE

The Andersons, Inc.

Senior Brand Designer and Marketing Specialist, Present

Senior Graphic Designer, 2018 - 2025

Graphic Design Specialist, 2015 - 2018

Graphic Design Intern, 2015

Lead creative direction for more than 10 diverse business segments, spanning B2B and B2C markets. This includes industries such as agriculture, lawn care, food ingredients, and more.

Establish and maintain brand guidelines for each business line to ensure cohesive visual identities that align with each segment's unique goals and audiences.

Design platform-specific assets optimized for web, social media, email, and print. Leverage insights and feedback to refine and improve effectiveness.

Manage email campaigns from conceptualization to deployment. Utilize A/B testing to gain insights into audience preferences and behaviors. Increased attributable sales 160% YOY and out-performed peer benchmarks on open, click-through, and conversion rates.

Collaborate with stakeholders and cross-functional teams to align marketing campaigns with business goals and target audience needs.

Mentor interns and team members on design principles of typography, layout, visual hierarchy, and brand standards to ensure effective communication across platforms.

SOFTWARE SKILLS

Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop)

Working knowledge of HTML & CSS

Familiar with Figma, After Effects, and Premiere Pro