

Professional Profile

Award-Winning Graphic Designer | Branding & Marketing Design | Visual Storyteller

Accomplished Graphic Designer with 12+ years of experience elevating brand identity and business growth across B2B, B2C, and media sectors through strategic marketing communications and impactful design. Expert in Adobe Creative Suite, skilled at transforming complex data into clear, engaging visuals that drove success in six-figure proposals, global product rollouts, and large-scale campaigns. Proven record includes boosting digital engagement by 36.7%, saving €50K in launch costs, contributing to a 40% proposal win rate, and securing high-value sponsorships through compelling visual pitches. Adept at leading design for integrated marketing campaigns, wide-format graphics, and sponsorship materials. Past design work in media reaching over 6 million readers weekly and supporting Pulitzer-winning investigative reporting.

Experience

Creative Circle – Freelance Marketing Specialist

Client: ASM Global (April 2024 – April 2025)

- Designed RFP/RFQs for \$6M+ in projects, including Lansing Facilities and City of Irvine, delivering persuasive, strategically aligned presentation materials that resulted in winning bids.
- Developed branded renderings and sponsorship pitch materials for Fortune 500 partners (Bell Bank, Ford Motor Co., Breakthru Beverage), supporting \$10M+ in new and renewed partnerships and advancing venue modernization initiatives.
- Delivered 100+ marketing assets per campaign cycle, including posters, media kits, programmatic ads, flipbooks, email headers, and social/digital graphics. Optimized workflows to reduce turnaround times by 20% while maintaining global brand standards across ASM's venue portfolio.

Senior Graphic & Multimedia Designer

Karl Storz SE & Co. KG (Global HQ) | Remote | Jan. 2021 to Feb. 2024

- Partnered with Art Director to develop targeted B2B social media assets for a new medical product, achieving a 36.74% open rate and 4.4% click-through rate while saving €50,000 in campaign costs.
- Spearheaded brand identity development and design systems for KARL STORZ VentureONE, delivering a comprehensive style guide, short-form introductory video, and multi-channel asset suite that established a cohesive market presence.
- Collaborated with cross-functional teams on Karl Storz website redesign. Created UI/UX prototypes in Adobe XD to drive stakeholder alignment on imagery and messaging.

Graphic Designer

Karl Storz United States | El Segundo, CA | May 2018 to Jan. 2021

- Delivered 200+ brand assets, including trade show graphics, logos, and sales materials, driving a 20% increase in event registrations and inquiries.
- Launched interactive digital publications during the pandemic, garnering 2,000+ impressions and maintaining key account engagement.
- Partnered with vendors to achieve 95%+ brand consistency across print and digital deliverables.

Paul Penzella

Southern California | (310) 738-8218 | pwestpenzella@gmail.com

[Portfolio](#) | [LinkedIn](#)

Graphic Artist & Multimedia Designer

Southern California News Group | Anaheim, CA | June 2011 to Feb. 2018

- Produced layouts, illustrations and graphics for content reaching 6.2M+ weekly readers and 9.4M+ monthly unique digital visitors.
 - Played an important visual storytelling role in the Daily Breeze's Pulitzer-winning series on the Centinela Valley Union High School District corruption by creating detailed graphics and visual layouts for the investigative reports. My work helped clarify key findings, such as the breakdown of compensation, perks, and unusual contract elements, making the data easier to digest and more impactful for readers.
 - Designed and implemented infographics and visual layouts for the San Bernardino Sun's "Ghost Town" feature, enhancing storytelling and clarity while helping the piece earn a Sigma Delta Chi Award, National Headliner Award, and California Newspaper Publisher Association Award
 - Led a small team of editors, writers, photographers and a web developer to launch exclusive iPad publications focused on the Lakers, Dodgers, USC and UCLA football, creating an engaging digital experience for sports fans.
-

Skills

- Brand Identity Development & Design System Architecture
 - Integrated Digital Marketing & Omni-Channel Campaign Execution
 - Visual Storytelling, Data Visualization & Information Design
 - Motion Graphics & Animation
 - UX/UI Strategy, Interaction Design & Web Experience Optimization
 - Sponsorship Branding & Executive Stakeholder Communication
 - Generative AI Tools (Adobe Firefly, Midjourney)
 - Creative Leadership, Agile Team Collaboration & Cross-Functional Project Management
 - Adobe Creative Cloud Suite Proficiency (Photoshop, Illustrator, InDesign, Premiere Pro, XD)
 - Executive-Level Presentation Design & Storyboarding (Keynote, PowerPoint)
 - Vendor Relations & Digital Asset Lifecycle Management
-

Education

Bachelor's in Design, University of California, Davis