



HENRY SIMPSON

GRAPHIC DESIGNER

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Portfolio: <https://portfolio-hsimpson.net/>

PROFILE

I am an experienced Graphic Designer and creative talent who is a master of visual communication with the technical skills to take on digital design projects. With an impressive eye for detail, I'm prepared for the challenges of working in a fast-paced environment. Having worked across various industries, I bring a varied skill set from concept to design to execution that ensures success regardless of project scope or team dynamics.

EDUCATION

BFA in Visual Communications

Kean University, Union, NJ

AAS in Advertising Design

Fashion Institute of Technology (FIT)
Manhattan, NY

SKILLS

PROFESSIONAL

- Graphic Design
- Social Media
- Project Management
- Logo Design
- Time Management
- Print Production

TECHNICAL

- Adobe Acrobat
- Adobe InDesign
- Apple Keynote
- Affinity Photo
- Microsoft Powerpoint
- Midjourney
- Adobe Illustrator
- Adobe Photoshop
- Affinity Designer
- Microsoft Excel
- Microsoft Word
- WordPress

CERTIFICATES

Intro to Design Principles (Design Kickstart)
Issued by School of Motion

PROFESSIONAL EXPERIENCE

Media and Publications Coordinator @ NCDHHS, Raleigh, NC 2025–Present

- Designs newsletter and slide deck templates for key conferences and Town Halls
- Creates Graphic design projects including forms, photography and rebranding
- Produces annual reports, plans, statistical reports, educational materials, pamphlets and other publications
- Designs inventory audit spreadsheets to track publications and form versions
- Develops department-wide SOPs for Media and Publications operations
- Serve as liaison to the State Library and Correction Enterprises
- Serves as Communications Ambassador for State Center for Health Statistics

Senior Graphic/Web Design Specialist @ PMUA, Plainfield, NJ 2007 to 2022

- Designed marketing communications materials including newsletters, brochures, ads, flyers, charts, graphs, reports, booklets, presentations, illustrations, website, intranet and other brand communications and promotional collateral intended for print and digital publication
- Designed and/or obtained appropriate imagery/photographs for publications and presentations; includes operating digital camera, photo editing and color correction
- Collaborated with outsourced vendors for creative and/or production services
- Led creative brainstorming and assisted in development of marketing campaigns
- Executed creative visual and digital branding of company assets

Freelance Graphic Designer @ Simpson Design Studio, Union, NJ 2004 to 2007

- Created and implemented visually appealing graphic design concepts for apparel, banners/posters, book covers, brochures, stationery, business cards, logos, newsletters, postcards, promotional campaigns and souvenir journals
- Collaborated with numerous printers to ensure the finished product represents the true creative design
- Clients include North Jersey Pop Warner, Kings Daughters Day School, Valley Optical, Diplomat Club/Elite Menswear, Middlesex Central Baptist Association, Harbortown Crossing Homeowners Association

Graphic Designer @ Stuyvesant Press, Inc., Irvington, NJ 2002 to 2005

- Designed stationery, business cards, book covers and ad journals
- Created print ads for magazines
- Produced flyers, brochures, forms (including invoices and questionnaires) and direct mail pieces
- Designed banners, posters, logos, newsletters and postcards
- Performed color separation and color correction on client jobs
- Completed photo retouching in Adobe Photoshop
- Executed pre-flighting on client files for printing