

Malory Larson

Creative problem-solver who leads with kindness

Allen, TX

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

SUMMARY

A multifaceted designer with a background in graphic design who is proficient in the Adobe Creative Suite with tools like Illustrator, Photoshop, InDesign, Adobe Xd and Figma. I have 10+ years of design experience in simultaneous creative projects in a fast-paced industry ranging from art direction, team management, full branding, visual design, print and web design. The range of my skill sets allows me to take on projects from different angles, empathize and listen to clients from a variety of industry types and ensure their needs are met and user-friendly solutions are created.

SKILLS

Skills: Brand development, visual and creative design, illustration, typography, user research, user personas, user stories, user testing, mock-ups, prototyping, time management, art direction

Tools: Photoshop, Illustrator, InDesign, Premiere, Adobe Xd, Figma, Procreate, Canva, Adobe Express, ChatGPT, AI tools

EXPERIENCE

Associate Creative Director

iluminere | Dallas, TX

Nov 2025 – Current

Senior Art Director

iluminere | Dallas, TX

May 2024 – Nov 2025

- Conceptualize and plan with clients, the creative team, and media to develop concepts and ideas for visual communication
- Mentor and guide a team of designers and copywriters
- Multitask and manage projects through a variety of clients and project types
- Provide design direction and maintaining the visual identity and brand standards
- Maintain the quality of visual assets
- Collaborate with other teams such as marketing, copywriting, and production to ensure that the visual elements align with the overall message and goals

Senior Designer

Music Audience Exchange | Frisco, TX

March 2021 – May 2024

- Conceptualize branded music campaigns for brands like Ford, Dr Pepper, Pepsi, McDonald's and more with mainstream or upcoming artists
- Follow branding systems or develop new ones to create unique micro sites, landing pages, digital assets and print materials from local to nationwide platforms
- Collaborate and develop concepts with a creative team
- Utilize the UX/UI design process for custom made sites and experiences

Senior Graphic Designer and Illustrator

Saturn Lounge | Brookfield, WI

Feb 2018 – March 2021

- Provide art direction on a variety of client work and develop their visual identities.
- Develop and execute creative content for print, digital, social media and web ads.
- Conceptualize websites through wireframing and testing.

- Assist art direction for a new GE product launch in autumn of 2020 which led to three additional product launches for GE.
- Manage and design the layout for the spring and autumn issues of GE SIGNA™ Pulse.

Graphic Design Specialist and Trade Show Coordinator

NeoSoft, LLC | Pewaukee, WI

May 2015 – Feb 2018

- Update and managed NeoSoft and NeoCoil, LLC's branding
- Concept and create branded materials that supported NeoSoft and NeoCoil products
- Organize and develop a full animated video to introduce kids to MR systems
- Manage and created trade show booths

EDUCATION

Certification, UX/UI

Thinkful

2021

- Learn fundamental and best practices of UX and UI Design.
- Implement problem solving approaches, conducting surveys and interviews, creating user personas, user flows and user testing.
- Design low fidelity to high fidelity wireframes and prototypes for web and mobile.

Bachelor of Science, Graphic Communication and Marketing Minor

Carroll University

May 2015

- Magna Cum Laude and Dean's List each semester
- Outstanding Graphic Communication Senior Award
- Multiple design awards at National Association for Campus Activities (NACA)