

# LORIN MARMION

• Graphic Designer & Marketing Professional •

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## ABOUT ME

As a skilled Graphic Designer and Marketing Professional, I excel in creating visually compelling brand identities and effective marketing collateral.

## EDUCATION

SUNY Buffalo State College  
BA Textile and Design Development  
Fashion Institute of Technology  
AA Communication Design

## EXPERIENCE

### Magnetic Me

2025-  
current

Senior Graphic Designer

- Digital asset creation across website, organic social, paid social and email
- Print asset creation including pamphlets, printouts, packaging and shipping inserts
- UX web design
- Create brand assets such as icons, templates, and product launch identities
- Gif and animation creation across digital platforms
- Photo editing coloring, backgrounds, and incorrect design elements for campaign & web imagery
- Junior-level art direction for photoshoots and collection launches
- Trend research & analysis
- Organize photo files from on-model and flat photoshoots
- Creation of photography guidelines for flat photographers and stylists

### Pink Chicken New York

2022-2023 Graphic Designer + Social Media Assistant

2023-2024 Graphic Designer + Marketing Associate

2025 Graphic Designer + Marketing Manager

- Digital asset creation across website, organic social, paid social, and email
- Scheduling & copywriting email/sms campaigns via Klaviyo, averaging 4-5 per week
- Created event flyers, posters, and graphics for brick-and-mortar events/collection launches
- Created communicative and visually appealing signage for 9 brick-and-mortar stores
- Deck creation for collaboration pitches and branding
- Photo edited coloring, backgrounds, and incorrect design elements for campaign and web imagery
- UX web design
- Planned, executed, and ran on-model photoshoots for E-commerce, marketing, and wholesale purposes
- Logo, hangtag, apparel graphic, and print creation
- Event production for brick-and-mortar/collab and product launch events
- Managed one direct report: a graphic design assistant
- Brand identity design for a new sub-brand
- Created dynamic lookbooks and catalogs for an average of 22 collections per year

### MUSEjar

2021-2022 Graphic Designer + Social Media Manager

- Created graphics suited for various social channels
- Designed event graphics and overall themes
- Curated and created both static and video content for social media

## SKILLS

Adobe Creative Suite  
(Photoshop, Illustrator, InDesign)

Figma

Klaviyo

Shopify

Canva

Microsoft Suite

Google Workspace

HTML + CSS literate

Asana

Attentive