

Joe Cisneros-Ingram

Wheaton, Illinois

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Summary

Versatile creative professional focused on brand management and visual communication. I bring a holistic approach to brand management, overseeing the evolution of brand assets across digital, print, and multimedia. Additionally, I leverage my team-leading and bilingual skills to facilitate clear communication and craft materials that resonate with a broader audience.

Technical Skills

Proficiency in:

Adobe InDesign, Illustrator and Photoshop | Adobe Firefly | Microsoft Office 365 | Canva & Canva Affinity | Figma | Fluent in Spanish

Project Management Software:

Asana | Adobe Workfront | Quickbase

Familiar with:

Adobe Premiere Pro | ChatGPT | Gemini | Verint

Experience

Senior Graphic Designer - Oncourse Home Solutions | Naperville, IL

May 2025-Present

Design lead for branding, acquisition campaigns, business development, new partner acquisitions, retention, operations, new products and email communications.

- Managing and facilitating asset creation for a corporate rebranding across all B2B and B2C touchpoints. Maintaining brand equity and ensuring 100% consistency across global digital and print channels.
- Orchestrating the end-to-end design of new direct mail creatives, leveraging design principles and persuasive copywriting to achieve a significant lift in customer conversion compared to previous campaigns and surpassed 2024 budget goals by 115% of marketing targets.
- Creating high-performance responsive email layouts and custom templates, improving user engagement through strategic visual hierarchy and A/B testing.
- Assumed increased leadership responsibilities by managing the full creative lifecycle for multi-departmental projects, ensuring all deliverables met strict deadlines while maintaining peak aesthetic standards.

Graphic Designer-Assistant Manager - Oncourse Home Solutions | Naperville, IL

September 2022-April 2025

Created, project-managed and applied business-driven ideas for direct mail acquisition, cross-sell campaigns, digital campaigns (email/social media/web), retention campaigns, operations and branding.

- Managed projects from conception to completion, effectively meeting timelines and resources to ensure projects are delivered on time.
- Assisted and executed a comprehensive brand refresh, including the creation of new logos, brand guidelines, and marketing collateral, which enhanced brand consistency across all touchpoints and received positive feedback from stakeholders.
- Collaborated closely with different departments to create visually compelling designs that aligned with brand guidelines and effectively communicated key messages to target audiences.

Graphic Designer - Pivotal Home Solutions (re-branded as Oncourse Home Solutions) | Naperville, IL

January 2019-September 2022

Created direct mail, email and print campaigns using a strong technical command of Adobe Photoshop, Illustrator, and InDesign, with a focus on creating clean, functional designs that solved communication challenges.

- Developed high-quality visual assets for digital and print media, including social media graphics, flyers, website banners, and training materials, ensuring all designs adhered strictly to established brand guidelines and technical specifications.
- Partnered with the senior designer and marketing teams to brainstorm creative concepts, contributing to the successful execution of seasonal campaigns while managing multiple design tasks under tight deadlines.
- Leveraged Adobe Creative Suite to produce print-ready files and optimized digital exports, maintaining a file organization system for efficient team collaboration.

Additional Work Experience

Senior Quality Assurance Coordinator - Pivotal Home Solutions | Naperville, IL

May 2015-December 2018

Monitored and scored hundreds of calls on a monthly basis, with an accuracy of over 95%. Facilitated training and coaching sessions with call center representatives, along with occasional supervision of the sales teams.

Call Center Representative - Pivotal Home Solutions | Naperville, IL

August 2012-May 2015

Answered incoming calls to describe and sell home warranty and energy plans while maintaining excellent customer satisfaction (CSAT) scores.

Education

AAS - Graphic Design

October 2010-September 2012

The Illinois Institute of Art-Chicago