

Molly Favis

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About Me

Senior digital designer with 10+ years' experience creating campaigns and visual assets across retail, lifestyle and technology brands. Skilled at delivering fast-turnaround creative that remains sharp, on-brand, and customer-centric. Hands-on designer with leadership experience – confident guiding team output, collaborating widely, and elevating brand presence across email, social, website and digital activations. Known for being proactive, positive, and adaptable.

Core Skills

- Digital Campaign Design (email, site, social, paid media)
- Leadership, mentoring & feedback
- Creative strategy & brand systems
- Stakeholder communication & cross-functional collaboration
- Motion graphics & video editing
- Retail activation & product-focused design
- Rapid briefing turnarounds & problem-solving under pressure

Tools

- Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
- Figma: design collaboration, prototyping (actively expanding skills)
- WordPress, Canva, HTML/CSS (basic)

Education

Fashion Institute of Design & Merchandising (Los Angeles, USA)

- Bachelor of Science in Business Management – *Cum Laude* (December 2014)
- Associate of Arts in Digital Media – *Magna Cum Laude* (March 2013)

References

Available on request.

Professional Experience

Design Manager — Deltek, USA (Remote)

January 2022 – August 2025

- Led creative production for global digital campaigns, product launches and brand rollouts.
- Managed designers, freelancers & motion specialists across time zones.
- Oversaw creative direction for marketing collateral, ensuring alignment with brand strategy.

Senior Digital Designer — Deltek, USA (Remote)

July 2017 – December 2021

- Produced email, web, social and motion design assets driving B2B engagement.
- Upheld brand consistency through design systems and scalable templates.
- Led the design direction for the Top Federal Opportunities in Government Contracting initiative (2020-2025).

Digital Designer — Anika, Philippines

February 2016 – August 2025

- Designed social content, website visuals, product packaging & campaign assets.
- Art-directed lifestyle imagery to highlight seasonal branding and retail stories.
- Delivered engaging product-centric designs for digital promotions and product drops.

Creative Manager — Chadd G Creative, USA

March 2015 – July 2017

- Led creative strategy and web development for clients across multiple industries.
- Designed products (*t-shirts, calendars, e-guides*) and managed online stores.
- Conducted market research and delivered monthly performance reports.

Graphic Designer — Populous Brands, USA

October 2014 – December 2014

- Designed infographics and presentation decks for client briefs.

Graphic Designer — Silver Screen & Roll, USA

August 2014 – December 2014

- Designed social graphics and infographics for the LA Lakers.