

Stephen C. Jacobs

Senior Graphic Designer

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SKILL SETS

Adobe Creative Cloud:

Photoshop – EXPERT

InDesign – EXPERT

Illustrator – EXPERT

Express – EXPERT

Firefly – PROFICIENT

Acrobat – EXPERT

Digital Asset Manager:

MediaValet – ADVANCED

Aprimo – PROFICIENT

Microsoft:

Word – PROFICIENT

Outlook – ADVANCED

Teams – ADVANCED

Excel – PROFICIENT

PowerPoint – PROFICIENT

Self Service:

Marq – PROFICIENT

PROFESSIONAL SUMMARY

Senior Graphic Designer with over 20 years of experience specializing in healthcare communications, brand management, and patient-centered design. Proven ability to translate complex medical and organizational messaging into clear, accessible visual solutions across print and digital platforms. Extensive experience supporting multi-location healthcare systems with high-volume, fast-turnaround deliverables while maintaining strict brand standards.

CORE COMPETENCIES

- Healthcare marketing and communications
- Brand standards and compliance
- Print and digital campaign development
- Patient-facing educational materials
- Multi-location system branding
- Art direction and visual strategy
- Cross-functional collaboration (marketing, clinical, leadership)
- Vendor and production management

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

CHRISTUS Health, Irving, TX

FEBRUARY 2018 – PRESENT

- Managed 200+ design projects annually with a 95% on-time delivery rate, supporting the brand for 60 hospitals across four states.
- Design and produce patient-facing, clinical, and internal communications that support care delivery and organizational goals.
- Partner with marketing, clinical teams, and leadership to ensure messaging is clear, accurate, and aligned with healthcare standards.
- Manage a high volume of projects with rapid turnaround times, maintaining consistency across all facilities and service lines.
- Contribute to improving patient engagement through clear, accessible, and visually effective communication collateral.

Art Director

Zachry Associates, Inc., Abilene, TX

FEBRUARY 1998 – 2018

- Directed creative strategy and design execution for a diverse client base, including healthcare organizations, nonprofits, and commercial clients.
- Developed brand identities and integrated marketing materials tailored to each client's mission, audience, and communication goals.

- Led healthcare and nonprofit projects focused on patient communication, community outreach, and fundraising initiatives.
- Translated complex messaging into clear, engaging visual solutions across print and digital platforms.
- Collaborated closely with clients to ensure alignment with brand standards, timelines, and budget requirements.
- Built long-term client relationships through consistent delivery of high-quality, strategic creative work.

Graphic Designer

Hendrick Medical Center, Abilene, TX

1994 – 1997

- Designed marketing and communication materials to support hospital services and patient education initiatives.
- Worked closely with internal departments to develop campaigns aligned with healthcare marketing strategies.
- Managed projects from concept through production, ensuring clarity, accuracy, and adherence to organizational standards.

Internship, Designer

Hist & Fritz Creative Studio, Abilene, TX

1993 – 1994

- Designed and illustrated advertising materials.

Internship, *The Optimist* Newspaper

Abilene Christian University, Abilene, TX

1993 – 1994

- Designed paid newsprint ads
- Editorial cartoonist

EDUCATION

Abilene Christian University, Abilene, TX

1990 – 1994

Bachelor of Arts in Graphic Design (Advertising)

INSIGHTS

- Award-winning designer recognized locally, regionally, and nationally.
- Strong commitment to meeting project schedules and deadlines.
- Expert in vector illustration, logo, and brand design.
- Provides multiple design concepts to align with client objectives and vision.