



PATRICK SYMONS
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VISION

Through nine years in the creative field and over five years in a senior creative capacity across two agencies, I have developed a variety of skills and ways of turning passionate creativity into effective campaigns across a variety of mediums. I am in a constant effort to develop greater mastery of not just software tools to be used in design but also greater techniques, new technologies, and staying alert to industry trends. I am always looking to embrace new challenges from clients or prompts to execute brilliant deliverables as part of a greater creative team and community.

WORK HISTORY

Senior Graphic Designer

Food Hall Co | September 2023-Present

Working to support two food halls in both Legacy Food Hall in Plano, Texas as well as Assembly Food Hall in Nashville, Tennessee. In collaboration with an nimble marketing department to serve visuals for both seasonal events, musical performances, live shows, and evergreen signage in both print and digital space. Beyond the scope of the two halls, there was additional marketing support to the parent company, Food Hall Co, in providing materials for internal documents as well as external facing investor pitch decks. While a part of a highly collaborative and diverse team, this position provided opportunity for more independence, ownership of projects, and marketing / advertising consulting.

Senior Graphic Designer

Ivie / Quad Graphics | April 2018 – October 2021

In association with a large team working to develop successful seasonal sales and evergreen initiatives in print and web for Albertsons Companies and more. This role had multiple brand development and retail opportunities with analytics showing improved growth and impact. Through research and development to see success rates above averages in a variety of campaigns.

Director of Graphic Design

First Eules | August 2015 – August 2016

Working as the primary creative for a 100 year old church to bring processes across campuses up-to-date and streamlined. Work in this position included creating a consistent visual communication and identity for several sub-ministries and several quick deadlines.

Senior Graphic Designer

Augustine Agency | October 2021 – June 2023

Joining onboard Augustine Agency as the primary agency in support of Avocados from Mexico print efforts in both retailers and food service alike, working in digital and environmental space with B2B and B2C components. Furthermore, providing creative contributions for Mission Tortillas that yielded greater web presence, newsletter reach, and digital campaigns. Additionally working on a variety for Texas and California in print, digital, and brand development campaigns. Working in this fast-paced agency on a variety of clients for fast turn projects and RFP responses has led to an increased development of agility.

Graphic Designer

Mavich Branding Group | August 2016 – April 2018

As the creative lead as well as print manager, served several small and large clients in the Dallas - Fort Worth area. This position provided several opportunities in a fast paced environment from small business branding to large format printing, and developing techniques for new substrate printing. Offering a wide array of apparel and promotional products to grow small businesses.

Assistant Art Director (Contract)

JCPenney Corporate | January 2015 – June 2015

As part of the creative packaging apparel team, worked alongside a full creative team to rebrand several internal JCPenney apparel brands. In addition also creating various on wear illustrations for hang-tags and promotional apparel packaging.

EDUCATION

Bachelor's Degree | Graphic Design

John Brown University
August 2010 – January 2014

Graphic Design Intern

Fleishman Hillard
June 2014 – August 2014

Graphic Design Intern

TPSi Tulsa
May 2013-August 2013