

Brent Lance Jr.

Senior Graphic & Brand Designer

brentlancejr3@gmail.com | (443) 487-1781 | www.brentlancejr.com | LinkedIn: /in/brentlancejr

PROFESSIONAL SUMMARY

Creative and award-winning Senior Graphic Designer with 7+ years of experience delivering high-impact branding, digital design, and cross-platform campaigns. Proven success leading large-scale government and healthcare initiatives, developing brand systems, streamlining workflows, and mentoring design teams. Adept in Adobe Creative Suite, UI/UX design, accessibility standards (WCAG/508), and strategic visual storytelling.

CORE SKILLS

Brand Identity | Visual Design | UI/UX Design | Print & Digital Collateral | Art Direction | Adobe Creative Suite (InDesign, Illustrator, Photoshop, XD, After Effects) | Figma | HTML/CSS | 508 Remediation | WCAG Compliance | Data Visualization | Project Management | Design Systems

PROFESSIONAL EXPERIENCE

Customer Value Partners (CVP) — Senior Graphic Designer | Remote | August 2022 – March 2025

- Led the complete rebranding of the Office of Healthcare Transformation (VA OHT-SET), including brand guidelines, typography, iconography, slide decks, and stationery.
- Designed and delivered over 10 nationwide awareness campaigns for the VA, including social media graphics, print collateral, posters, postcards, and digital signage that reached over 10 million Veterans.
- Developed cross-agency toolkits for DOD, DHS, HHS, and VA including interactive slide decks, animations, and campaign templates.
- Created award-winning reports and campaign guides for the VA National Oncology Program, recognized with Hermes, MarCom, MUSE, and Anthem Awards.
- Spearheaded the development of a creative review process, reducing delivery time on large deliverables by over 2 months.
- Produced high-performing social media content across VA platforms, driving more than 800,000 earned impressions in 7 days.
- Developed data visualization place-mats and executive slide decks used to influence congressional decisions.
- Led WCAG/508 compliance training and mentorship sessions for the creative team.

Commonvision (UMBC) — Creative Support Specialist | Baltimore, MD | September 2020 – August 2022

- Managed daily production of 35+ print orders, ensuring brand consistency and quality.
- Supervised a team of production assistants, improving workflow and equipment efficiency.
- Mentored junior designers on design tools, layout, and production techniques.

Paradigm Testing — UI/UX & Brand Designer | Remote | March 2019 – November 2020

- Led cross-functional team in designing and prototyping a user interface for an online testing platform.
- Refreshed brand identity including logos and color palettes to align with evolving organizational goals.

EDUCATION

BFA in Graphic Design, University of Maryland, Baltimore County (UMBC), 2020

AWARDS

- 2024 **Hermes Gold Award** — VA Oncology Program Guide
- 2024 **MUSE Silver Award** — VA Oncology Campaign
- 2023 **MarCom Platinum Award** — VA Campaign Guide
- 2024 **Communicator Excellence Award** — NASA x VA Lung Screening Video