

# IAN SCHUMACHER

Senior Graphic Designer & Brand Strategist | 12+ Years | Multi-Brand Systems | Print & Digital  
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## PROFESSIONAL SUMMARY

Dynamic graphic designer and brand manager with 12+ years of experience across print, digital, apparel, and environmental design. Proven ability to manage multi-brand systems at scale — currently the sole creative for 7 brands and 2 franchise groups at FullSpeed Automotive, serving 475+ locations nationwide. Skilled in Adobe Creative Cloud, Figma, AI-assisted workflows, and brand guidelines development.

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## PROFESSIONAL EXPERIENCE

### FullSpeed Automotive (Grease Monkey, Speedee, Kwik Kar, Economy Oil, Herbert Automotive + 2 brands) | Graphic Designer 2019 – Present

- Sole in-house designer for 7 brands and 2 franchise groups, managing brand integrity across 475+ locations nationwide
- Improved email and digital campaign click-through rate by 153% YoY through creative strategy and A/B testing
- Led visual identity for 3 annual brand conventions, each with a unique name and theme, held at Gaylord Hotels — including a fully digital event
- Implemented AI tools (ChatGPT, TheBrief, Figma Weave, Adobe AI) into creative workflow, reducing production time and improving output quality
- Collaborated cross-functionally with Franchise Development, Retail Operations, and external teams; designed full range of print, digital, social, and event materials

### Printability LLC | Co-Owner & Creative Director 2016 – 2018

- Co-owned and operated a full-service creative studio offering branded merchandise, screen printing, and graphic design
- Led all creative output while managing client relations, production workflow, vendor partnerships, and business operations

### Universal Athletics | Graphic Designer 2012 – 2016

- Built hands-on expertise in screen printing, apparel production, and print-ready file preparation across high-volume client work
  - Developed strong cross-functional collaboration skills working alongside sales teams, printers, and vendors to keep projects on schedule
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## SKILLS

**Design Tools:** Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat), Figma, Canva

**Production:** Print production, file prep for print & digital, screen printing, branded merchandise

**Marketing:** Multichannel marketing, brand guidelines, social media, email design (Mailchimp), A/B testing

**AI Tools:** ChatGPT, TheBrief (SaaS), Figma Weave, Adobe AI (Firefly, Generative Fill)

**Tech & Strategy:** WordPress, Microsoft Office Suite (advanced PowerPoint), Google Workspace, multi-brand management

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## EDUCATION

**Bachelor of Fine Arts (BFA) in Graphic Design, Minor in Small Business Management** Montana State University  
— Bozeman, MT