



CONTACT

Orlando, FL

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SKILLS

Design

Brand identity, campaign design, typography, editorial layouts, basic motion graphics

Software

InDesign, Illustrator, Photoshop, Figma, HTML/CSS

Production

Email marketing, direct mail, prepress, print production, reusable layouts, design review

AI & automation

Workflow automation, AI-assisted tool development, Bolt, Lovable, Adobe Firefly, asset optimization

EDUCATION

Bachelor's Degree in Graphic Design

Valencia College
2017 - 2021

Digital Marketing Certificate

Google via Coursera

User Experience (UX) Design Certificate

Google via Coursera

LANGUAGES

English and Arabic

KHALID JUBARA

Lead Marketing Designer

Lead Marketing Designer combining hands-on brand, digital, and print design with leadership of a three-designer team. Develops reusable templates and AI-assisted tools to improve consistency and streamline production.

EXPERIENCE

Total Customer Connect (TCC)

A VEHL0 Company

Lead Marketing Graphic Designer

Jul 2024 - Present

- Design win-back direct mail and email campaigns that achieved combined return rates of 11% to 18%; returned customers are lapsed service customers, last serviced 6-9, 9-12, or 13-36 months earlier, who completed a service visit within 30-60 days of receiving the campaign.
- Cut send-to-print preparation time by approximately 75%, from about 12 minutes to 3, with three browser tools: PDF Auto-Crop, SpeedSeed, and Image Studio. Directed workflows and interface design and built the tools using AI development tools, including Bolt.
- Created a reusable dealership header framework with 24 brand variants across volume, premium, and luxury brands to maintain consistency and simplify asset updates.
- Lead day-to-day work for a three-person design team, assigning and reviewing work and approving files for print and send; serve as acting design manager when the manager is out.
- Design direct mail, responsive email, and web banners for dealership clients across North America, incorporating variable customer data, service offers, and calls to action; coordinate print production, mailing-list preparation, and revisions through a high-volume ticketing system.

VGEN

Digital Visual Designer

May 2023 - Aug 2024

- Created branded digital ads, event banners, and reusable stream scheduling graphics for Twitch and TikTok creators; translated client brand goals into visual assets and edited short-form video.

FINFROCK

Marketing Graphic Designer

Mar 2021 - Apr 2023

- Designed corporate publications and project highlight booklets integrating architectural photography, building-system graphics, and project milestones.
- Produced recruitment campaigns, community brochures, and internal brand materials; coordinated vendors and print specifications through production.

Offercharm

Brand Designer / Director

Jun 2018 - May 2022

- Created the company's complete brand identity and applied it across stationery, digital signatures, and presentation decks; designed an eight-page printed seller guide explaining the real estate process.