

Sean M. Henry

Visual Communications Manager

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Overview

Graphic designer with 11 years of experience creating strategic, brand-aligned visual communications for mission-driven organizations. Specializes in translating complex ideas into compelling designs that strengthen brand presence and drive community engagement. Experienced in collaborating with cross-functional teams, developing accessible templates, and maintaining visual consistency across multi-channel campaigns.

Key Skills & Proficiencies

Design & Creative Development

- **Visual Communication:** Brand-aligned marketing materials, cohesive print and digital campaign assets, accessible templates and presentation design, web and social media graphics, and print-ready file preparation
- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, and Acrobat
- **Canva:** Brand-aligned template development and cross-team collaboration

Marketing & Communications

- **Social Media:** Visual content development and campaign support for Facebook, Instagram, LinkedIn, and X; scheduling and performance tracking via Hootsuite
- **Email Marketing:** Design and production of e-newsletters and digital campaigns using Mailchimp, Luminato, and Stripo

Organization & Workflow

- **Cross-Functional Collaboration:** Partnering with marketing, development, and program teams to support mission-driven campaigns and achieve strategic objectives
- **Project Management:** Trello and Basecamp
- **Microsoft Office:** Presentation design, report development, and data visualization using PowerPoint, Word, and Excel

AI-Assisted Design & Innovation

- **Generative AI:** ChatGPT, Claude, and Copilot for early-stage concept development and ideation

Experience

Visual Communications Manager

Alzheimer's Association, Region 7 - Texas | July 2019 - January 2026

Graphic Design Specialist

Alzheimer's Association, Houston & Southeast Texas Chapter | November 2014 - July 2019

- Led the creation of brand-aligned materials across print, web, and social media to support fundraising campaigns, education programs, advocacy efforts, and community outreach initiatives.
- Managed multiple concurrent design projects with competing deadlines, established clear production timelines, and maintained consistent quality standards across all deliverables.
- Coordinated with external print vendors and provided high-resolution, production-ready files that met required specifications to ensure on-time delivery.
- Developed accessible, brand-aligned templates to streamline content creation across multiple departments; select designs were shared with chapters nationwide.

- Maintained a cohesive visual identity for campaigns by aligning branding and messaging across all supporting materials.
- Served as the primary design resource for staff and volunteers, providing creative direction, templates, and design tools that empowered non-designers to create professional, brand-aligned materials.
- Managed the Houston & Southeast Texas Chapter's social media presence, developing visual assets and copy, scheduling posts, and analyzing engagement metrics to optimize future campaigns.
- Oversaw content updates for the Houston & Southeast Texas Chapter website, ensuring visuals and messaging were consistent with organizational brand standards.

Education

Ringling College of Art & Design

Bachelor of Fine Arts - Illustration | May 2014

- Best of Ringling Presidents Award in Illustration (2013)

Nonprofit Connection Computer Learning Center – Photoshop & InDesign Basics Courses (2018)

Houston Chronicle - Effective Content Marketing Seminar (April 2023)

Ragan Communications – Marketing & Communication AI Certificate Course Completion (March 2024)