



Cortney Parsons

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WWW.CORTNEYPARSONS.COM

EDUCATION

Pittsburg State University / Pittsburg, KS

Commercial Graphics

Bachelor of Science in Technology / May 2013

University of Kansas / Lawrence, KS

Business Marketing

Bachelor of Science / May 2010

Concentration: Psychology

CIMBA / Paderno Del Grappa, Italy

Courses: International Business, Global Consumer
Study Abroad / Summer 2009

HONORS / AWARDS

Higher Education Awards

University of Denver

Silver: Ad Series, Newspaper

Bronze: Single Ad, Magazine

Bronze: Outdoor Advertising

ADDY Awards

Progressive Bike Ramps

Silver: Integrated Campaigns

SKILLS

Adobe CC

Illustrator, InDesign, Photoshop, XD, Acrobat

Microsoft

Word, PowerPoint, Excel, Outlook

Squarespace

HTML5 / CSS3

EXPERIENCE

PCS Group / Denver, CO

Senior Associate, Brand Design

February 2021 - Present

Develop strategy and provide brand design services for master planned communities and mixed-use developments that give the direction and identity necessary for meaningful placemaking.

Manage the PCS Group brand including strategy, visual identity, website, collateral, and social media.

Norris Design / Denver, CO

Project Manager, Brand Design

May 2018 - April 2020

Led logo design and visual identity system development for brands of master planned communities and mixed-use developments that actualized strategy.

Freelance Design

Brand Designer

May 2012 - May 2018

Cultivated client relationships and leveraged branding expertise to develop strategy and design deliverables that established and/or elevated brands.

University of Denver / Denver, CO

Graphic Designer

April 2014 - April 2015

Collaborated with on-campus clients to create marketing collateral and promotional materials for departments, initiatives, and events.
