

Noelle Itin

Brand & Creative Designer with 10+ years of experience translating business goals into high-impact visual strategies, scalable design systems, and cohesive brand identities that drive executive alignment and revenue growth.

Contact

hello@noelleitin.com
765.418.5473

Portfolio

noelleitin.com

Education

Purdue University
Bachelor of Arts
Visual Communications Design
Minor in German
2016

Work Authorization

U.S. & Switzerland

Languages

English: Native
German: Limited Working
Proficiency

Certifications

Goethe-Zertifikat C2
Goethe Institut
(Expected 2026)

Skills

Brand Strategy
Design Systems
Art Direction
Creative Leadership
Visual Storytelling
Campaign Design
Brand Identity Development

Tools

Adobe Illustrator
InDesign
Photoshop
After Effects
Figma

Experience

Principal Creative Designer | Metaimpact

2021 – Present

- Oversee full-scale company rebranding from initial strategy through visual identity and rollout
- Design investor and sales pitch decks supporting Series A & B funding and revenue growth
- Scale brand systems across marketing and digital experiences for evolving business needs
- Manage external agencies and vendors, overseeing budgets, timelines, and quality
- Establish design processes that improve team efficiency and cross-functional collaboration

Senior Brand Designer | Metaimpact

2020 – 2021

- Developed brand identity systems across marketing and digital platforms
- Led design initiatives for campaigns, product launches, and brand updates
- Mentored a design intern, supporting project execution and career growth

Designer | Metaimpact

2019 – 2020

- Designed marketing and digital assets supporting brand and sales initiatives
- Partnered cross-functionally to deliver visual solutions aligned with business goals

Brand Design Consultant (Contract) | Innovatemap

May 2025 – February 2026

- Led end-to-end brand creation from conceptualization to developer handoff in Figma
 - Designed web UX and custom visual assets while defining UI interaction and motion direction
 - Developed brand identity systems and guidelines for cross-channel consistency
 - Directed photography and visual styling to unify brand identity across digital touchpoints
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Experience Continued on Next Page ↘

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Leadership & Professional Service

Swiss Club of Central Indiana,
Board Member,
Creative Director
2024 - Present

IIDA,
Board Member,
Event Designer
2019 - 2020

AIGA,
Board Member,
Membership Director
2018 - 2019

Purdue University,
Guest Design Lecturer
September 2019

Creative Brand Manager | Vibenomics

2018 – 2019

- Led brand direction across marketing channels, ensuring cohesive brand experiences
- Designed marketing and sales assets supporting audience engagement and business growth
- Managed vendor relationships, overseeing production timelines, budgets, and deliverables
- Built creative workflows to improve project execution and team collaboration
- Extended brand identity into workplace culture through office design and branded experiences

Graphic Designer | Vibenomics

2017 – 2018

- Supported company-wide rebrand, including naming and development of brand identity
- Produced digital signage and print materials for branded campaigns
- Designed assets for initial activation of the new brand across marketing channels
- Executed production-ready files for print, merchandise, and digital use

Junior Graphic Designer | Hy-Pro Corporation

2016 – 2017

- Created motion graphics and animations for distributor and company-wide training initiatives
- Designed infographics to translate complex technical and manufacturing concepts
- Edited product photography for large-scale print and digital production

Graphic Design Intern | ICON Worldwide

June 2015 – August 2015

- Designed high-end print brochures and collateral for a premier European business university
- Developed web concepts and wireframes for Swiss-based client proposals and presentations
- Created logos and supporting visual assets for international brand identity systems

Graphic Designer | Purdue University

2015 – 2016

- Designed promotional materials for weekly sales competitions and campus events
- Prepared production-ready files for large-format and high-volume print
- Collaborated with internal teams to support campaign execution