

MANDI MINER

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KEY WINS

- > **Workflow design and implementation:** Worked cross-functionally with department leads to create workflow systems for Workamajig (2016), Workamajig platinum (2019), and Jira (2021) Work. In 2024, I worked with a cloud architect to build, launch and test a sales-facing Jira Management system for work requests.
- > **Integration of Digital Patient Guide to Reduce Design Time by 50%:** Successfully integrated Digital Patient Guide process to a new platform (Duda), driving internal efficiency, streamlining information dissemination, and enhancing accessibility for patients.
- > **Creation of Custom Brand Guides for several health systems across the nation:** Designed custom branded guides for prominent healthcare systems which maintains brand consistency throughout, while strengthening communication between patients, families, and healthcare professionals and improving patient outcomes. [Gillette Digital Patient Guide Work Sample](#)

CORE SKILLS

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat Pro) · Canva · Figma · Jira · Workamajig Office 365 · Digital Asset Management Systems (Canto, Aquia) · Web Platforms (Duda, Wix, Squarespace)

EXPERIENCE

Freelance Graphic Designer

October 2023 – Present

- **Working with small businesses on marketing campaigns and launching new brands across various printed and digital outlets.** Creation of a variety of organization materials, such as marketing collateral, print advertisements, branding assets, presentations, and packaging. This includes making modifications and variations based on feedback and guidelines.
- **Creating social media content for an Arkansas-based non-profit** who provides reproductive support and resources for pregnant and LGBTQ+ community members.
- **Designing digital content for a healthcare tech company.**

Senior Design Manager

Patient Guide Solutions, LLC December 2022 – March 2024

Managed day-to-day operations of in-house design team comprised of four high-performing designers, producing more than 300 print patient guides, 70 digital guides, advertisements, and marketing collateral for B2B strategy. Coached team in design strategy, process enhancement, and supported team in advancing design skills.

Key Achievements:

- **Led transition from PatientPoint to Patient Guide Solutions, LLC**, following company divestiture to build new entity processes, budget, technology, and vendor relationships with zero disruption to client service deliverable timelines.
- **Redesigned a of a variety of organization materials**, such as marketing pieces, internal contracts and presentations, and product library.
- **Spearheaded product development and design of new Standard Patient Guide template.**
- **Collaborated with executive leadership to launch patient-focused social media content** as an added value proposition for hospital clients.

Senior Design Manager

PatientPoint Hospital Division April 2021 – December 2022

Managing operations of an in-house design team of four high-performing designers, producing over 400 print patient guides, 50 digital guides, and advertisements for hospital clients. Coached team in design quality, efficiency, and design skills to exceed client and organization expectations.

Key Achievements:

- **Established streamlined project tracking process**, leading transition to Jira to drive team efficiency across four departments, reduce rework, and improve cross-functional communication.
- **Collaborated with content leadership to expand education library** to include new topics like healthy sleep, heart failure, and breast cancer prevention.

Editorial Design Manager PatientPoint Hospital Division October 2014 – April 2021

Led team of five designers responsible for creating visually compelling layouts and advertisements for print and digital publications, ensuring adherence to brand standards and editorial guidelines. Partnered on the production process, collaborating closely with editing teams to bring stories to life through engaging visual storytelling.

Key Achievements:

- **Integrated Digital Patient Guide into the team's existing workflow**, mastering the Duda platform and developing department processes for seamless ad design, editing, and publishing.
- **Led the design and launch of a new line of print and digital patient guides tailored for pediatric hospitals**, receiving accolades from the client on the alignment of brand standards and clarity of messaging.
- **Managed the editorial design of >700 print patient guides annually**, each with unique standards and requirements.
- **Spearheaded the transition from paper job tracking to cloud-based software (Workamajig)** across Little Rock office to drive efficiency and reduce delays in approval.

Senior Graphic Designer PatientPoint Hospital Division April 2012 – October 2014

Conceptualized and executed print layouts and advertisements, collaborating with clients and team members to ensure high-quality deliverables that aligned with brand guidelines and project objectives. Provided mentoring and guidance to junior designers, helping to foster a collaborative and productive work environment.

Key Achievements:

- **Reduced design build time by 50% by partnering with leadership to streamline new client onboarding processes** by creating an interactive PDF that allowed users to select content, supply hospital information, and automatically estimate page count.
- **Worked with leadership to develop internal processes with corporate editors and proofreaders**, to improve the quality of our product, without impacting the overall production time.

Graphic Designer PatientPoint Hospital Division July 2009 – April 2012

Conceptualized and executed print layouts and advertisements, collaborating with clients and team members to ensure high-quality deliverables that aligned with brand guidelines and project objectives.

Key Achievements:

- **Led the agency's first-ever redesign of digest sized print patient guide and large format print patient guide.**
- **Created the agency's InDesign templates across the educational content library** to drive efficiency and standardization across the department.

Graphic Designer Crittenden Publishing August 2008 – May 2009

Conceptualized and executed print newspaper layouts and advertisements for the weekly Germantown News.

Graphic Designer Niche Publications October 2007 – April 2008

Conceptualized and executed print magazine layouts and advertisements for the monthly NEA Parent Magazine.

EDUCATION

- > Master of Science, User Experience, Arizona State University (projected May 2026)
- > Bachelor of Fine Arts, Graphic Design, Arkansas State University (August 2007)