STEPHEN PROCTOR

VISUAL COMMUNICATIONS DESIGNER

231.855.0043 stephenproctor@gmail.com lakeshorevisuals.com

PROFESSIONAL SUMMARY

Visual communications designer with experience creating presentations, proposals, publications, websites, and branded materials for businesses and mission-driven organizations. Skilled at organizing complex or incomplete content, establishing clear visual hierarchy, and producing polished materials that remain consistent with an existing brand. Brings a practical mix of design, writing, strategy, and client communication across Canva, Google Slides, Adobe Creative Suite, and web platforms.

SKILLS

PROFESSIONAL

TECHNICAL SKILLS

Presentation Design

Proposal Design

Publication Design

Canva

Google Slides

Adobe Creative Suite

Website Design

Video Production

PROFESSIONAL SKILLS

Brand Consistency

Content Strategy

Client Communication

Project Management

Information Design

Stakeholder Collaboration

Process Development

EXPERIENCE

VISUAL COMMUNICATIONS DESIGNER

PopUpThinkTank | 2025–Present

- Build client “ideabooks” from the output of moderated brainstorming sessions, turning extensive participant feedback into clear, well-structured presentations.
- Combine PopUpThinkTank’s visual system with each client’s brand to create materials that feel cohesive rather than templated.
- Organize and format findings in Canva and Google Slides, using layout and visual hierarchy to make dense content easier to follow.
- Review content for errors, inconsistencies, and unclear wording before each document is finalized.

FOUNDER & VISUAL COMMUNICATIONS DESIGNER

Lakeshore Visuals | 2021–Present

- Develop proposals, websites, presentations, and branded communication materials for small businesses and mission-driven organizations.
- Write and design tailored proposals that bring together project goals, scope, pricing, timelines, and strategic recommendations.
- Lead projects from initial discovery through content development, visual direction, revisions, and final delivery.
- Plan and build websites, including structure, copy, visual design, user flow, and implementation.
- Currently supporting a local drive-in restaurant with website and digital menu design.

EXPERIENCE

MARKETING & TECHNOLOGY CONSULTANT

Mind Meets Music | 2025–Present

- Serve as a strategic partner to founder across marketing, sales, tech, and organizational planning.
- Develop marketing and sales plans, investor materials, and pitch decks to support growth and funding.
- Planned, wrote, designed, and built the website, and helped write and submit a major grant proposal.

CURRICULUM & WORKBOOK DESIGNER

Skyrocket Education Services | 2023–2024

- Designed branded curriculum workbooks using Adobe InDesign, Illustrator, and Photoshop.
- Built consistent systems for lessons, activities, graphics, and student materials in multiple subjects.
- Worked in both curriculum development and design production, depending on project scope.

VIDEOGRAPHER & CO-OWNER

Pavé Wedding Productions | 2018–Present

- Manage client communication, production, event coverage, vendor coordination, editing, and delivery.
- Developed systems for onboarding, project tracking, production, and client follow-up.
- Built the business through referrals, partnerships, and long-term client relationships.

HIGH SCHOOL TEACHER

Bedford High School, 2015–2018 | Covenant House Academy, 2018–2022 | Reeths-Puffer High School, 2022–2024

- Designed presentations, workbooks, assessments, and digital resources for varied academic needs.
- Organized complex subject matter into clear lessons, projects, and supporting materials.
- Managed overlapping courses, projects, deadlines, and stakeholder communication.
- Produced promotional videos and marketing materials for school programs and events.

PUBLIC AFFAIRS SPECIALIST

U.S. Army | 2005–2012

- Created written, photographic, video, and publication content for military, media, and the public.
- Worked with leaders and subject-matter experts to communicate clearly complex operations.
- Produced print, broadcast, and online material, including international coverage in Europe and Asia.
- Trained junior specialists in writing, photography, video production, and publication standards.
- Managed publication production and media archives for the Washington National Guard.

EDUCATION

Bachelor of Applied Arts in Broadcast & Cinematic Arts
Central Michigan University
2000-2004

Public Affairs Certification
Defense Information School
2005

Graduate Teacher Certification
Grand Valley State University
2011-2014