

Courtney Bowman

CREATIVE LEADER | BRAND STRATEGIST | HANDS-ON EXECUTOR

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PROFESSIONAL SUMMARY

Creative leader with 15+ years of experience building brands and the systems that support them. Skilled in brand strategy, creative direction, and creative operations, with a proven ability to develop scalable design systems, streamline workflows, and translate complex business goals into meaningful customer experiences. Known for balancing strategic thinking with hands-on execution, whether leading in-house teams, partnering cross-functionally, or serving clients through an independent creative practice.

AREAS OF EXPERTISE

Creative Direction | Brand Strategy & Identity | Design Systems | Digital Asset Management (DAM) | Team Leadership | Cross-Functional Collaboration | UX/UI | Email & Social Marketing | Project Management | ADA/508 Compliance | Vendor Management

PROFESSIONAL EXPERIENCE

Designcourt, LLC Lafayette Hill, PA

Jan 2026 – Present

Founder & Creative Director (Freelance)

- Run an independent creative practice serving small- to mid-sized companies with senior-level brand strategy, identity design, and creative direction.
- Deliver brand identity, design systems, creative operations, and campaign execution across client engagements.

Humana

May 2026 – Present

Creative Development Professional (Contract, Remote)

- Support the development and production of marketing and communications materials for health and wellness programs, ensuring brand consistency and accuracy across deliverables.
- Manage multiple concurrent projects in a fast-paced environment, updating approved templates and communications materials while maintaining strict quality standards.
- Perform peer reviews and support established approval workflows to ensure accurate, compliant, and timely delivery of member communications.
- Maintain organized files, version control, and production standards across a high-volume portfolio of marketing and member communications.

Ignyte Insurance (formerly NSM Insurance Group) Conshohocken, PA

Feb 2021 – Dec 2025

Creative Director — Ignyte Insurance (Apr 2025 – Dec 2025)

- Built the corporate brand and identity system adopted across 10+ insurance programs, establishing visual standards and brand governance across the organization.
- Oversaw company website for UX/UI excellence and brand consistency; designed program-specific landing pages, collateral, and event materials to drive engagement.

Creative Director — NSM Insurance Group (Feb 2021 – Apr 2025)

- Architected the company's end-to-end design infrastructure from scratch — including file taxonomy, digital asset management (DAM) via Canto, and Asana-based creative intake and workflow systems.
- Supported 130% revenue growth through consistent, scalable brand strategy executed across 15+ B2B insurance products.
- Led hybrid team of in-house and freelance designers, directing creative output and ensuring brand quality across all deliverables.
- Unified brand presence across 20+ channels including multiple product websites; directed UX/UI, ADA compliance, content, and vendor coordination end-to-end.

- Managed 900+ design projects annually with a 99% on-time completion rate through process improvements and workflow optimization.

Markitects, Inc. Wayne, PA

Jun 2020 – Feb 2021

Art Director

- Designed multi-channel campaigns for 10+ clients, driving measurable engagement and brand visibility.
- Delivered 6+ client websites, managing UX design, project execution, and brand integration from concept through launch.
- Produced 20+ storyboards and layouts that accelerated client approvals and shortened production timelines.

Strata Company Plymouth Meeting, PA

Jul 2012 – Oct 2019

Creative Services Director (Jan 2017 – Oct 2019)

- Managed a creative team of 3+ designers and production artists, directing output across print and digital deliverables for a portfolio of clients.
- Drove 11% conversion rates and 2:1 ROI through highly targeted direct mail campaigns.
- Boosted trade show booth traffic by 92% through an integrated, cross-channel marketing campaign.
- Led creative direction for a healthcare new mover program, contributing to increased patient acquisitions and physician referrals.

Senior Art Director (Jul 2012 – Dec 2016)

- Built lead-generation landing pages and company website (WordPress/HTML), managing full lifecycle from design through ongoing maintenance.
- Executed design concepts across multi-channel print and digital campaigns, enhancing overall campaign impact and brand cohesion.

Information Ventures, Inc. Philadelphia, PA

Oct 2007 – Jun 2012

Art Director

- Championed digital accessibility by producing 508-compliant PDFs and assets for the CDC, ensuring inclusive design for screen-reader users.
- Improved usability and navigation across 3 websites via UI/UX testing and iterative design revisions, reducing user task time by 20%.
- Optimized public health communications for government clients through strategic design, layout direction, and accessibility standards.
- Initiated and led in-person CMS training, enabling client teams to independently manage custom platforms post-launch.

TECHNICAL SKILLS

Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects, Premiere, Firefly

Design & Prototyping: Figma, XD, Canva

DAM: Canto

Project Management: Asana

CMS & Web: WordPress, HTML/CSS

Marketing Platforms: HubSpot, Sprout Social, Formstack, Jotform, Pardot

EDUCATION

Art Institute of Pittsburgh — Web Design Diploma

Montgomery County Community College — A.A.S., Graphic Design