



Debra Devine

Senior Editorial Designer and Creative Lead

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Summary

Senior designer with strong production leadership experience in editorial publishing and magazine layout. Leads workflow from final concept to delivery in collaboration with editorial teams while maintaining high-quality, on-time publication design.

Top Skills

Editorial and magazine design • Cover concept and feature layout development
Publication design and visual storytelling • Workflow leadership and deadline management
Cross-functional collaboration (Advertising, Editorial, Creative, Vendors)
Print production and prepress • AI-assisted workflow and process optimization
Project and schedule management • Process improvement and efficiency

Tools/Software

Adobe Creative Cloud: (InDesign, InCopy, Photoshop, Illustrator, Dreamweaver)
AI-assisted tools • Editorial and print production workflows • Content and workflow management systems

Achievements

Art & Production Manager 2007 - Present • **American Trucking Associations** • **Washington D.C.** (Remote in Florida since 2015)

- Transformed a 4-person design department into a streamlined 2-person team, improving page turnaround time and earning positive feedback from editorial staff for enhanced collaboration and efficiency.
- Implemented UX improvements for ttnews.com using HTML, CSS, and Adobe Dreamweaver, leading to consistently high rankings in analytics and recognition with regional and national awards.
- Earned national and regional editorial design awards for pioneering special sections in both print and on-line formats.
- Reduced production time for annual publications from 16 to 6 hours by creating integrated InDesign and Excel templates.
- Collaborated across departments to refine the editorial calendar, enhancing coordination and efficiency across sales, editorial, and production teams.
- Selected to serve as the sole designer for a partner publication with the Transportation Intermediaries Association (TIA) (April 2023-December 2024), managing all layout, production and delivery while adapting design to a separate editorial team and audience.
- Developed cover designs for monthly and annual publications, enhancing brand identity and reader engagement.
- Designed page layouts for various publication frequencies (daily, weekly, monthly, quarterly, and annually), both independently and in collaboration with design teams.
- Created graphics for print and digital platforms using Illustrator and Photoshop, maintaining high visual and production standards.
- Coordinated illustrators, photographers and print vendors to streamline delivery and consistently meet deadlines.

Freelance Artist 2015 - Present • **Tierra Verde, Florida**

- Partnered with authors to create illustrations and book covers for children's books and adult fiction, leveraging expertise in perfect-bound and saddle-stitched publishing to exceed client expectations and meet tight deadlines.
- Created social media and email marketing campaigns for original artwork, ensuring brand consistency across platforms, leading to a notable increase in page views and sales.

Education

Bachelor of Fine Arts in Graphic Design, Eastern Kentucky University

Web Design Specialist, Northern Virginia Community College

Awards

Azbee Awards (American Society of Business Publication Editors)

2026 Silver Regional: Print-Special Issue or Supplement

2024 Silver Regional: Print-Special Issue or Supplement • **2024 Bronze Regional:** Online-Web Micro site/ Special Section