



**WINSTON WATERS**  
developer + designer

## EDUCATION

Front End Engineer  
*The Iron Yard Academy, August 2016*

B.F.A. in Graphic Design,  
*Auburn University, May 2015*

Graphic Design Study Abroad  
*Auburn University, Ireland Spring 2015*

Graphic Design Study Abroad  
*Auburn University, Italy Summer 2013*

## SKILLS

Adobe Creative Suite  
Branding + Identity  
UI/UX Design  
Motion Graphics  
Digital Marketing  
Print Collateral Design  
Front-End Development  
Project Management

## EMPLOYMENT

**e4 Consults**, Charleston, SC. August 2016-September 2017

*Interactive + Graphic Designer*

- Management of web, print, e-mail marketing, and all surrounding design needs for 10+ clients
- Growth of client *Sneaker FF's* e-mail database by 102% (October 2016)
- Marketing campaign concepts and execution for a variety of retail and restaurant clients across the United States
- Spearheaded the branding aesthetic of 3 new to market retailers
- Creation of strategic sales and marketing materials and proposals to gain clients across a variety of industries

**Garden & Gun Magazine**, Charleston, SC. May 2015-May 2016

*Junior Graphic Designer*

- Execution of design collateral for 30+ events per year hosted by G&G
- Analyzation of reader data and curation of meaningful research tools
- Responsible for conceptualizing and designing advertising sections, sales materials, event collateral, promotions, mailers, and digital platforms for the department while maintaining the G&G brand
- Provides creative oversight and direction to build cohesive materials that adhere to the creative standards of *Garden & Gun*
- Supervised and executed all production needs with precision and attention to detail, while working with vendors best suited for project
- Upload finalized in-book pages/units to QUAD

**Teil Duncan**, Charleston, SC. February-September 2015

*Graphic Designer + Marketing Coordinator*

- Coordinated online releases, which generated 500+ responses, 69% open rate, and 52% click-through rate, and 100% sell out in 17 minutes
- Redesigned Packaging: stencil, tape, shipping boxes, labels etc.
- Curation and execution of all *Wildsam Field Guild* illustrations
- Spearheaded the re-design of and content creation for [teiliduncan.com](http://teiliduncan.com)
- Assisted with the execution of Teil's largest local art show to date

## CLIENTS

**Pierce & Ward**, Interior Designers, Summer 2017-Present

**Maravea**, Women's Fashion Line. Fall 2015-Present

**Noddy**, Southern Goods Boutique., May 2016-Present

**Fiedrich Optik**, Handcrafted Eyewear, New York, New York, 2016-Present

**The Ibu Movement**, Goods handmade by Women Artisans 2016-Present

**Domicile Real Estate**, Charleston Real Estate Brokers, 2016-Present