



CONTACT

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SKILLS

Adobe Creative Cloud
HTML/CSS
WordPress
Shopify
Mailchimp
Squarespace
Keynote
Microsoft Office
Digital photography
Social media platforms

EDUCATION

THE UNIVERSITY OF IOWA IOWA CITY, IOWA BFA IN GRAPHIC DESIGN

Minors in Spanish and
Mass Communications
Graduated May 2015
With Honors in Art
Dean's List 2011–2015

EXPERIENCE

BCV • GRAPHIC DESIGNER

JANUARY 2016 – PRESENT • CHICAGO, ILLINOIS

- » Designed social media graphics for international hotel, restaurant, and spa brands
- » Developed digital concepts for social media campaigns, sweepstakes, advertisements, and produced video graphics, gif animations, and cinemagraphs for Facebook, Instagram, Twitter, Snapchat, and Pinterest
- » Participated in brainstorm meetings and worked closely with the account teams to discover innovative ways of driving engagement and sales through social media

FREELANCE GRAPHIC DESIGNER

AUGUST 2014 – PRESENT

- » Directed and designed websites, logos, and print and digital marketing materials for clients from a range of industries
- » Worked directly with clients on project proposals and revisions until the final product was complete

BREADS FROM ANNA • GRAPHIC DESIGNER

JUNE 2014 – DECEMBER 2015 • IOWA CITY, IOWA

- » Produced print and digital creative including website graphics, an interactive e-book, advertisements, marketing materials, and social media campaigns
- » Updated product packaging to reflect changes in ingredients and set up for print production
- » Communicated with the marketing professionals and client to review design concepts and receive feedback
- » Responsible for maintaining social media accounts and creating graphics for Facebook, Instagram, and Pinterest

INTECONNEX • GRAPHIC DESIGNER & COMMUNICATIONS SPECIALIST

NOVEMBER 2013 – PRESENT • CEDAR RAPIDS, IOWA

- » Managed the website redesign by creating an original layout, revising content and working with the development team on producing the WordPress site
- » Created sales brochures, advertisements, proposal covers, and PowerPoint templates for the sales team
- » Photographed and edited photos of employees, security products, and office locations for use in marketing materials and on the website
- » Wrote press releases on company news and updates and sent out to local press
- » Revived the Inteconnex company page on LinkedIn in order to gain more followers and improve SEO