



NELLY SMITH

Graphic Designer

Senior Graphic Design Specialist with 6+ years of experience managing design processes, from conceptualization to delivery. Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign), Microsoft Office, and web design applications (Dreamweaver, HTML). Able to stretch the boundaries of web design and digital storytelling to help my client's brands stand out and grow.

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KEY SKILLS

- InDesign
- Illustrator
- Photoshop
- Figma
- Blender
- Sketchbook
- After Effects

ADDITIONAL SKILLS

- Typography
- Layout and Composition
- Branding & Identity Design

PROFESSIONAL EXPERIENCE

Senior Graphic Design Specialist

Jan 20XX – Present

Experion

New York, NY

- Lead the design, development and implementation of graphic, layout, and production communication materials while helping clients cut costs by an average of 12%
- Delegate tasks to a 7-member design team and provide counsel on all aspects of the project
- Assess all graphic materials created in-house to ensure the quality and accuracy of their designs

Graphic Design Specialist

Jun 20XX – Dec 20XX

Stepping Stone Advertising

New York, NY

- Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion
- Devised and implemented robust digital acquisition plans, ensuring precision in financial reporting, budgets, and forecasts
- Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD)

Graphic Design

Dec 20XX – May 20XX

Richard & Son's

New York, NY

- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) and guaranteed that they exceeded the expectations of our clients
- Managed up to 5 projects or tasks at a given time while under pressure to meet weekly deadlines
- Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals

EDUCATION

Bachelor of Fine Arts in Graphic Design

GPA: 3.8/4.0

River book university, New York, NY

May 20XX

Relevant Coursework

- Advanced Typography and Branding
- Interaction Design and Prototyping
- Digital Product Design
- Design Research Methods
- Professional Practice in Design

Awards and Honors

- Graduate Scholarship Award, 20XX
- Excellence in Design Thesis Award, 20XX

Extracurricular Activities

- Mentor, SVA Peer Mentorship Program: Guided undergraduate students in developing their design portfolios and career paths.