

Carly Scott

carlyscott.com

GRAPHIC DESIGNER

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EXPERIENCE

The Shadows We Hide Remote

Freelance Graphic Designer and Marketing Strategist

August 2022 - Present

- Partnered with the author to conceptualize the book cover art, executed the design with acrylic paints, and refined it using Photoshop and InDesign.
- Prepared the final design for print using InDesign and submitted it to IngramSpark using their preferred print template.
- Developed a dynamic marketing strategy for Instagram and TikTok, targeting young adult fiction readers, achieved through engaging with the corresponding TikTok and Instagram communities, participating in online trends, and incorporating popular sounds and hashtags.
- Proactively provide strategic advice the author to boost social media engagement and growth.

Chicago Athletic Association, Hyatt Chicago, IL

Guest Services Host October 2023 - August 2024

- Curated outstanding guest experiences through engaging conversations and promptly addressed guest needs with care, resulting in a consistent high level of customer satisfaction.
- Reviewed hundreds of upcoming reservations and translated reservation details into actionable steps to guarantee hotel readiness for future arrivals.
- Personalized each guest's stay by creating tailored experiences that not only meet but exceed guest expectations, with 95% of past guests feeling their needs were anticipated and met.

Mia Za's Champaign, IL

Freelance Graphic Designer March 2023 - August 2023

- Collaborated with the client to brainstorm designs, assess project scope, and strategize an execution plan.
- Designed 13 captivating graphics for t-shirts and stickers that engage customers and accurately reflect the company's brand, using the Adobe Creative Suite.
- Refined designs based on client feedback to ensure satisfaction and the submission of high quality deliverables.

Campus Recreation Champaign, IL

Member Services Manager July 2021–August 2023

- Managed and provided leadership to 2-7 employees per shift, optimizing team performance and cohesion.

Program Assistant August 2020–July 2021

Customer Service Assistant June 2019–July 2021

EDUCATION

BFA in Graphic Design with High Honors

University of Illinois at Urbana–Champaign May 2023

- Minor in Psychology
- Short-Term Study Abroad *Florence, Italy, 2022*
- James Scholar Honor Program *2019–2021*
- Dean's List *Spring 2020, Fall 2020, Spring 2021*

ACADEMIC AND PERSONAL PROJECTS

Zenwalk Senior Capstone

- Created a meditative hiking brand and app focused on improving mental health by getting young adults outside.
- Conducted market research, developed personas, and performed a competitive analysis to guide the creation of the brand's logo design and identity.
- Designed wireframes and developed a prototype using Adobe XD, integrating feedback gathered from usability testing to optimize user experience.

Cocktails 101 Self-Lead Personal Project

- Designed a cocktail booklet tailored for young women using the Adobe Creative Suite.
- Curated a unified brand identity using carefully chosen typefaces and fonts, intentional layout design, and incorporating insights gained from market research to influence brand development.

SKILLS

- Adobe Creative Suite
- Market Research
- Brand Positioning
- Logo Design
- Brand Development
- Asana
- Canva
- Microsoft Office Suite
- WordPress