

Carly Scott

carlyscott.com

GRAPHIC DESIGNER

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EXPERIENCE

Loom Co. Remote

Graphic Design Intern September 2024 - Present

- Craft engaging social media content including posts, gifs, and ads for three clients, adhering to brand guidelines and maintaining consistent visual identity.
- Sourced new business opportunities and client projects weekly through Upwork to support company growth.
- Updated four brand guidelines and informational reports, following client-specific branding and design standards.
- Developed three style concepts to align with a client's design vision for 2025.

Catena, LLC. Remote

Graphic Design Intern September 2024 - Present

- Design product labels and images for product detail pages that align with brand aesthetics, ensuring visual appeal and compliance for products sold on Amazon.
- Formulated a plan and coordinated efforts with team members to design and optimize the Amazon Storefront, including the homepage and two sub-pages, enhancing user experience and brand presence.
- Aligned efforts cross-functionally to ensure a cohesive brand identity and strong customer relationship.

The Shadows We Hide Remote

Freelance Graphic Designer August 2022 - October 2024

- Partnered with the author to conceptualize the book cover art, executed the design with acrylic paints over several months while incorporating ongoing feedback, and refined it using Photoshop and InDesign.
- Prepared the final design for print in hardback and paperback formats, using InDesign to typeset over 400 interior pages, and submitted the deliverables to IngramSpark using their preferred print template.
- Provided strategic advice and support to the author to boost social media engagement and growth across two platforms.

Chicago Athletic Association, Hyatt Chicago, IL

Guest Services Host October 2023 - August 2024

Campus Recreation Champaign, IL

Member Services Manager July 2021 - August 2023

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

- Conceptualized 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.
- Constructed wireframes and developed a prototype using Adobe XD, integrating feedback gathered from usability testing to optimize user experience.

Cocktails 101 Self-Lead Personal Project

- Formatted a cocktail booklet with 160+ pages using the Adobe Creative Suite.
- Established a unified brand identity by incorporating insights gained from market research, applying carefully curated typefaces and fonts, and implementing intentional layout design.

SKILLS

- Adaptability
- Adobe Creative Suite
- Brand Development and Positioning
- Canva
- Collaboration
- Logo Design
- Market Research
- Microsoft Office Suite
- Problem Solving
- Project Management Software
- WordPress