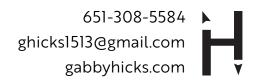
GABBY HICKS

Graphic Designer



PROFILE

Design experience in both start-ups and large organizations across multiple industries. Integrating creativity and innovation combined with marketing and tech capabilities to support customer-focused solutions. Seeking a Graphic Designer position.

EXPERIENCE

TAG Team Agency, May 2024 - present

Graphic Designer

- · Client contact meetings presenting design processes, mockups, brand communications, and rationale.
- · Setting design standards with engaging printed material and digital ads to implement them into campaigns.
- · Pitch website designs and landing pages that align with client objectives.
- · Collaborate with copywriters, account managers, and other team members to deliver creative work.
- · Develop comparative research on marketing campaigns to present to clients to improve consumer interactions.
- · Prioritize and organize projects to maintain goals for company and clients while editing and updating.
- · Working with photography from our partnership company to enhance client's marketing programs and vision.

GabbyHicks.com Freelance Graphic Design, June 2021 - present Comply, Adhesive R&D, Life Design Project LLC, Slumberland

- Creative direction and project management for brand refresh and identity development i.e. mood board, persona, and logo, color, and type choice.
- · Display, fliers, packaging, and label design for company while continuing brand consistency.
- · Array of digital asset creation i.e. Instagram, Facebook, LinkedIn, and X advertisements, website layout, and e-blasts.
- · Social strategy and social media planning presentation.
- · Creative ideation of sketches, icons and illustrations for clients.
- · Collaborated with Design Director, Marketing Director, and team members in office and remote.

Gator Garb Promotions, June 2021 - August 2021

Graphic Design Intern

EDUCATION

Master of Fine Arts (MFA) - Graphic Design

Minneapolis College of Art and Design, 2022 - May 2024

- · Graduate Teaching Assistant, August 2022 December 2022
- · Graduate Assistantship at Service Bureau (printing services), January 2023 present

Bachelor of Fine Arts (BFA) - Graphic Design

University of Wisconsin- Eau Claire,

- · Major: Graphic Design | Minor: Marketing Dean's | List 4 semesters
- UWEC Women's Track and Field Team | UWEC Women's Basketball Team

HARD SKILLS

Adobe Creative Suites \cdot Adobe Creative Cloud \cdot Adobe Illustrator \cdot Adobe InDesign \cdot Adobe Photoshop \cdot Adobe Lightroom \cdot Adobe Xd \cdot Adobe After Effects \cdot Microsoft Suites \cdot Email \cdot Slack \cdot WordPress \cdot IOS \cdot Keynote \cdot Windows \cdot Figma \cdot Motion Graphics \cdot Creative Briefs \cdot ADA Compliance

SOFT SKILLS

Creative vision \cdot Critical thinking \cdot Communication skills \cdot Visual design \cdot Problem solving \cdot Time management \cdot Accountable \cdot Independence \cdot Art direction \cdot Teamwork \cdot Passionate \cdot Reliable \cdot Software and computer adaptation \cdot Integrity \cdot Brainstorming \cdot Interpersonal \cdot Consistent \cdot Detailed oriented \cdot Strategic thinking \cdot Retail experience \cdot Craft \cdot Inclusive