

GABBY HICKS

Graphic Designer

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gabbyhicks.com



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

SOFT SKILLS

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