



EDUCATION

HAMPTON UNIVERSITY

Bachelor of Arts in Strategic Communications with an area of emphasis in Graphic Design, May 2019

- Scripps Howard School of Journalism and Communications *Dean's List - 2015 to 2019* *GPA - 3.41*

WORK EXPERIENCE

FOUNDER, GRAPHIC DESIGNER AND PHOTOGRAPHER

Epik Creations, LLC - Sept 2016 - Present

- Works 1-on-1 with clients to assess graphic needs, set expectations, and organize all project plans with milestones.
- Enhances brand presence and audience engagement with captivating graphic visuals that tells a cohesive story.
- Offers clients counsel and perspective throughout the process to proactively keep projects on-track and help clients understand decisions made.
- Conducts research and analysis as needed to produce the graphics that speak to the client's target audience and weakness of competitors.
- Analyzes gaps in client's current marketing plan and provides recommendations on next steps and future projects.
- Sets project goals and identifies best alternatives for illustrated graphics, logos, edit visual art, photos, and video projects from drawings and drafts.
- Manage all electronic and digital file versions while planning and executing informationals.
- Schedules client meetings throughout project to collect source materials, share progress, and ask questions as needed to ensure project stays on track.
- Mitigates issues and concerns by proactively communicating scope of work, goals, and project progress. Ensures ideas are accurately brought to life.

MANAGER, VISUAL MERCHANDISING COORDINATOR AND KEYHOLDER

Theory - Feb 2022 - July 2022

- Creative directed overall visuals and fashion for store appearance.
- Achieved outstanding customer service to all clients; Handled store email and visual marketing.
- Coordinated directives to ensure that the overall store appearance was visually appealing to clients.
- Photographed all visual standards (i.e. banners, mannequins and table set-up, product placement) created on the sales floor for headquarters at Theory.
- Created a visual story monthly for new products on the sales floor (i.e. mannequin outfits, signage, tables, rails) by using design expertise and color coordination.
- Key Holder responsible for opening and closing store checklist daily.
- Operated and organized store files and logs.
- Handled inventory and organization of clothes in the stock room.
- Managed and delegated sales team to exceed the daily budget goals.

GRAPHIC ARTIST AND CONSULTANT

KDF Printing - Oct 2020 - May 2021

- Created and modified logos and branding material from drafts to be screen-printed by leveraging visual aptitude and design skills.
- Consulted with clients in detail about their brand vision.
- Prepared appearances and ornamentation of objects.

GRAPHIC DESIGN AND COMMUNICATIONS INTERN

FAA (Federal Aviation Administration) - Jun 2018 - Aug 2018

- Designed annual reports, logos, business cards, FAQ sheets and more from drafts with blueprints to increase interest in Aviation Safety.
- Created FAA 2018 Internship Closing Ceremony poster for advertisement and the FAA Safety Promotions Team logo.
- Reviewed and edited graphics created by 3rd party company to prepare them for printing and distribution to Air Traffic Controllers.

AWARDS AND ACHIEVEMENTS

- Awarded Certificate of Completion for Graphic Designer Bootcamp from Top 10 Certified Adobe Instructor
- Registered Journalist and Press Photographer with the United States Press Agency
- Active member of Delta Sigma Theta Sorority, Incorporated 2017 - Present
- Awarded Articles of Organization for Epik Creations, LLC by The State of Maryland Department of Assessments and Taxation Sept 2019 - Present
- Member of Golden Key International Honour Society
- Black Women Photographers Club Member
- Member of National Association for the Advancement of Colored People

PROFESSIONAL DEVELOPMENT AND SKILLS

GRAPHIC DESIGN BOOTCAMP

Yes I'm a Designer by Top 10 Certified Adobe Instructor Martin Perhiniak

- Master techniques with Adobe Illustrator, InDesign, XD and Photoshop
- Extended knowledge of workflow, creative retouching, drawing, branding and visual identity, print design, UX and UI web design and core concepts
- Created editorial design, movie posters, magazine covers, web banners, brochures, logo and business cards, t-shirt designs, animal illustrations, Interior design, and app/web design

DIGITAL MEDIA INNOVATION

Adobe After Effects

- Developed video animations/ motion graphics using Adobe After Effects such as slideshow movies and music videos from drafting concepts.

WEB DESIGN AND PRODUCTION

Wix, HTML, Adobe

- Designed modern websites and learned the how to build and enhance company brands.
- Used knowledge of HTML code.

GRAPHIC DESIGN I, II AND III; DRAWING

Adobe Creative Suite

- Designed booklet for Hampton University's summer session 2018, that was selected by Hampton University and shared digitally, on campus, and in the surrounding community.
- Drafted and designed Annual Reports that included: business card, notepad, stationery, envelope, ticket and thank you cards.
- Created play posters to be distributed around Hampton University's campus and the surrounding area. Designed newsletters, flyers and brochures.
- Created various designs and logos from blueprints, drafted sketches and drawings.

PHOTOJOURNALISM

Canon EOS Rebel T6, Photoshop

- Learned how to make the story behind a picture come to life through the camera lens, photo-shoots around Hampton's campus.
- Taught the basic and complex functions of a camera.

INTRO TO RADIO/ TV PRODUCTION

Canon EOS Rebel T6

- Produced and edited a short dance documentary, "Is Dancing a Sport" using Premiere Pro.
- Learned tools and techniques critical for radio and television production.

OTHER KNOWLEDGE AND SKILLS

- Experienced in artwork preparation for screen-printing and embroidery
- Proficient in Adobe Creative Cloud, Adobe After Effects, Illustrator, InDesign, Photoshop, Premiere Pro, Lightroom, Bridge, Spark, Microsoft Word, PowerPoint and Excel
- Broad knowledge of styling catalogs, books and publications with exceptional visual aptitude
- Photographer and Graphic Designer for Hampton University Yearbook *2016-2019*
- Visual Media Specialist for Hampton University's Student Government Association *2016-2018*