



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 2015 - Present | Full Time

- 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 through brand management and with captivating graphic visuals that tells a cohesive story.
- Manage marketing the custom graphics, photography and art visuals requested by clients by researching, organizing, and analyzing requested projects.
- Provide clients with custom graphics and art visuals to enhance and market their brand while increasing audience engagement with professional perspective and feedback. Assist clients with decision making and create drafts used to make final conclusions.
- Creative direct and coordinate for clients. Forward context, answer questions and present recommendations with strong verbal communication.
- Conducts research and analysis as needed to produce the graphics that speak to the client's target audience and weakness of competitors.
- Organize, and keep a keen eye with a strong attention to detail(s).
- 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, etc., editing digital art, photos, and video projects from drawings and drafts.
- Manage all electronic and digital file versions while planning and executing informationals.
- Mitigates issues and concerns by proactively communicating scope of work, goals, and project progress.
- Ensures ideas are accurately brought to life in their respective form(s).
- Resolve issues or concerns by consistently communicating expectations and goals with the client while carefully listening and documenting progress.
- Skill-set includes special effects using special lighting, lighting and equipment set-up/break-downs, projections, video displays, music and sound effects as required and requested by clients. Successfully training in set-up and break down for portable photo-booth events.
- Work and create alongside industry public figures, celebrities and brands to promote their endeavors.
- Manage all tasks by maintaining professional verbal and written communication.
- Successfully develop project plans for each client deliverable to remain punctual.
- Prioritize assigned tasks to ensure personal progress is adequate.

VISUAL INFORMATION SPECIALIST

Department of Defense Fall 2023 - Summer 2024 | Full Time

- Acquired and used Secret Security Clearance.
- Complete DOD Classified Trainings.
- Photograph specific items to be used for visual information distribution.
- Analyze photos for classification.
- Apply attention to detail for the precise cutting out and organization of small and large photographed items.
- Accurately clean, combine and blend cut out images at high quality to be organized into informational pamphlets, flyers and online albums.
- Designed visual information packages from combined cut out photographs using Adobe Photoshop.
- Combine text, photo and graphics into a multimedia product in support of combat documentation, battlefield operations, public affairs and training functions.

PRINT PRODUCTION SPECIALIST, GRAPHIC DESIGNER/CONSULTANT AND FRONT-DESK ASSOCIATE

Blueboy Document Imaging October 2022 - September 2023 | Full Time

- Operated the printing and packaging architectural drawings.
- Designed and printed promotional materials (i.e. business cards, logos, marketing materials, food labels, book covers, tickets and flyers) using Adobe Creative Cloud (Photoshop, Illustrator & InDesign).
- Printed and cut company marketing materials using pro cutter.
- Customer service; call and process customer orders and payments.
- Organize customer orders for pick-up.
- Manage clientele, download and process emailed orders from clientele.
- Organize and clean office area.
- Laminate marketing materials and architect paperwork.
- Take client orders, handle customer complaints and phone calls.

MANAGER, VISUAL MERCHANDISING COORDINATOR AND KEYHOLDER

Theory - Feb 2022 July 2022 | Full Time

- 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 | Full Time/Part Time

- 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 brand vision and bringing those visions to life with turnarounds as quick as 10 minutes or less.
- Prepared appearances and ornamentation of objects. Training in apparel construction and design.

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

- Active Secret Security Clearance
- 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; FILM PHOTOGRAPHY

Canon EOS, Film, Photoshop

- Learned the ins and outs of how to correctly tell a story through a photo in journalism.
- Quality assurance used in film photography projects; using a film camera correctly to ensure the quality and visibility of the images.
- Taught the ins and outs of using a film camera, and developing the images in a dark room.
- Learned how to make the story behind a picture come to life through the camera lens, photo-shoots around Hampton's campus.
- Film Photography Courses on the basic and advanced functions of a film camera
- Taught the basic and complex functions of a digital and film camera(s).

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/film preparation for a variety of screen-printing, embroidery and apparel print design(s). Trained in screen-printing and color separations for design trims and processes.
- 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
- Consulting & Brand Management Concepts and Strategies (Epik Creations, LLC)
- Organization (overall)
- Communication (written and verbal)
- Attention to Detail (strongly applied)
- Content Creation, Development (9+ years)
- Creative Direction (9+ years)
- Design Strategy (9+ years)
- Advertising and Digital Marketing (9+ years)
- Sales, Merchandising & Digital Manufacturing of Apparel Mock-Ups
- Quality Control, QC Systems and Management.
- Analysis, Critical & Critical Design Thinking.
- Adobe Creative Suite (9+ years)
- Adobe After Effects (6+ years)
- Adobe Illustrator (9+ years)
- Adobe InDesign (9+ years)
- Adobe Photoshop (9+ years)
- Adobe Premiere Pro (5+ years)
- Adobe Lightroom (9+ years)
- Adobe Bridge (9+ years)
- Adobe Spark & Adobe Acrobat (8+ years)
- Microsoft Office (Word, Excel and PowerPoint) (10+ years)
- Professional Sports, Entertainment and Event Photography
- Photographer's Assistant Work Experience
- School Photography Set-up and processes.
- Studio and Outdoor Photography
- Lighting and Equipment Set-up(s)
- Final Cut Pro (4+ years)
- Photography (9+ years) (multidisciplinary)
- Photo manipulation
- Retouching / Photo Retouching and Edits
- Video editing / animation
- Windows PC System + Adobe/MS operations and programs
- Mac OS / iOS System + Adobe & MS operations and programs.
- 2D and 3D animation (Logo(s) +)
- Motion graphics
- Problem Solving
- Customer Service/Retail Sales
- Computer Graphics
- Screen Printing/ Film-Prep / Pre-Press Preparations and Production
- Color Separations for Screen Printing
- Mounting / Cutting - Print Production
- Sales - Retail & Clientele based
- Customer Service
- Project Management
- Teamwork / Leadership - Management & Supervising Experience
- Social Media Marketing
- Time management
- Content Management Systems
- Graphic & Web design
- Animation & Logo Animation(s)
- Logo design
- Illustration
- Typography
- Layout design (9 years)
- Print advertising (5 years)
- Print advertising - Graphic Design for Print (9 years)
- Project management
- Supervising
- Marketing Strategies and Implementation
- Digital Marketing
- Video Editing
- Social Media Management
- Customer service / Retail Sales
- Social media management
- Research
- Data visualization
- Heavy lifting
- Adobe Spark
- English
- Typing
- Data entry
- Administrative and Technical Support Assistant