

RAVEN DECOOK

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EDUCATION

University of Wisconsin Stout, Menomonie, WI
Spring 2022 Graduate
Bachelor of Fine Arts Graphic Design & Communications

Stout provided me with a holistic approach to foundational art skills and critical design thinking.

Key courses included designing for print production, exhibition and signage design, product and packaging design, design thinking and graphic communications.

INDUSTRY EXPERIENCE

Trinity Partners, Columbia, SC
October 2022
Graphic Designer & Content Coordinator on the Marketing Team

Produce unique, high quality, cohesively branded materials for premium real estate listings.

Manage and create social media content to grow company presence on Instagram, LinkedIn and Facebook.

Generate fresh templates to streamline design process for general packages or brochures.

Freelance Design & Marketing
Raven Louise Designs est. 2019
Graphic Design & Content Coordination

Specializing in helping small businesses achieve their branding and marketing goals by producing high quality digital or print materials, as well as providing and executing marketing strategy tips.

UW Stout Applied Research Center, Menomonie, WI
Working Student Position, 2019-2023
Graphic Designer

Worked with a team to design visually appealing and understandable full length reports and supplemental infographics or presentations for external clients. Developed a successful feedback loop to optimize the design process.

REFERENCES

Johnnie Matthews
Mentor
843.617.3937

Justin Sullivan
Supervisor at Catalyst
715.232.4093 | sullivanj@uwstout.edu

Orion Olson
Freelance Contract
507.884.7674

INDUSTRY SKILLS

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Acrobat Pro
- Typography Skills
- Hierarchy of Image & Type
- Layout Design
- Logo Design
- Social Media Content Coordination
- Email Marketing
- Font Selection
- Cohesive Branding
- Design Principles
- RGB and CMYK
- UX Design
- Photography & Photo Editing
- Hand Drawn Illustration
- Asana Project Management

PROFESSIONAL SKILLS

- Creativity & Problem Solving
- Proactive
- Storytelling
- Time & Project Management
- Team Player
- Emotional Intelligence
- Organized