

REED

GRAPHIC DESIGNER

ELIZABETH REED

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|----------|---------------------------------------|
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EDUCATION

Kennesaw State University, Kennesaw, GA
BFA in Graphic Communications Concentration
Fall 2022
3.5 GPA

AWARDS

American Graphic Design Award

Graphic Design USA

December 2022

Awarded for a UX design group project, which focused on the work of Graphic Designer, David Carson.

EXPERIENCE

Publix-Deli Associate (*Marietta, Georgia*)

February 2022–Present

Completed customer orders, stocked the floor, and dealt with customer inquiries.

Publix-Deli Associate (*Mableton, Georgia*)

July 2022–February 2022

Completed customer orders, stocked the floor, and dealt with customer inquiries.

Kroger-Deli/Bakery Associate

(*Kennesaw & Mableton, Georgia*)

June 2018–June 2022

Complete customer orders, cleaned the department, and cooked.

Proficient in Adobe Software:

Illustrator

Indesign

XD

Photoshop

Premiere Pro

SKILLS

Package Design

UX Design

Print Advertisement

Illustration

Time Management

Conflict Resolution

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PROJECTS

Etienne Brie Cheese Advertising and Packaging

Fall 2021

Project where we were asked to create a design for a package made of card stock. I chose to create a package for Brie cheese because of the unique challenges of designing a triangular shape, and because of my familiarity with the product.

The project required me to do in-person research at a supermarket to observe how competitors' designs were appealing to the public. Using that information, I created several sketches of prospective designs. After deciding on one, I vectorized it in Illustrator, and created a mock-up in Photoshop.

Programs Used:

Illustrator
Photoshop
Procreate

David Carson App User Experience Design

Spring 2022

Project where we were asked to create a prototype for an app based and for a famous Graphic Designer. My team chose David Carson.

My team started with researching David Carson's work, and deciphering his style. We then spent time deciding the purpose of the app. We both decided it could be used as a combination art gallery and storefront. Photoshop and Illustrator were used to create assets for loading screens, icons, and other moving objects. The assets were then compiled into Adobe XD, and then organized and animated to create a prototype.

Programs Used:

Illustrator
Photoshop
XD