



Rebecca Cartwright

Graphic & Web Designer



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SKILLS

ADOBE CC

Version 2020

After Effects

Animate

Bridge

Dreamweaver

Illustrator

InDesign

Lightroom

Photoshop

PROGRAMMING

Versions listed

ActionScript 3.0

Bootstrap 4

CSS3

HTML5

Java 1.8

JavaScript

MySQL 5.7

PHP 7.2

Python 3.8

WordPress 4

SOFTWARE

Version 2020

Integrated

Development

Environment (IDE)

Android Studio

Brackets

IntelliJ

PHP Storm

Visual Studio

Microsoft

Excel

PowerPoint

Word

Miscellaneous

Cinema 4D

SUMMARY

Graphic & Interactive Media Designer with career interest in graphic design, layout, logo design, branding and interactive design. Proficient in graphic layout, logo design, web design, user experience design, and customer service. Six years working in retail and hospitality industries. One year working as a marketing and design intern.

EDUCATION

Baldwin Wallace University, Berea, Ohio

Bachelor of Arts, August 2020

Major: Digital Media & Design

Graphic Design & Interactive Media Design

Minor: Marketing

GPA: 3.5/4.0

Cuyahoga Community College, Parma, Ohio

Associate of Applied Business, May 2017

Major Visual Communications and Design:

Graphic, Web, & Interactive Media Design

GPA: 3.7/4.0

EMPLOYMENT HISTORY

OhioGuidestone, Berea, Ohio

Graphic Design Intern, September 2019 – December 2019

- Created and edited OhioGuidestone Company Materials
- Assisted communications department with creation and editing of branded materials
- Edited social media graphics and holiday graphics used for print and web design to promote special company events

Digital Marketing Clinic at Baldwin Wallace University, Berea, Ohio

Digital Marketing Specialist August 2018 – December 2018

- Created designs and marketing materials for Richey-Barrett Insurance
- Created graphics for social media and Richey-Barrett website
- Assisted in marketing, web design, and Search Engine Optimization that resulted in higher levels of online engagement

Email Marketing Volunteer, March 2018 – May 2018

- Assisted with re-branding email newsletter for City of Berea economic development initiative
- Improved Berea Business engagement with easier mobile/desktop access to email newsletters
- Team of students created mobile-friendly marketing e-newsletter content in MailChimp and Canva

La Quinta Inn & Suites, Cleveland, Ohio

Guest Experience Maker, October 2014 – April 2019

- Contributed to revenue increases by promoting guest satisfaction
- Resolved guest disputes by addressing guest needs and providing complimentary service, resulting in web ratings of 8.3 out of 10 in customer satisfaction reviews via Booking.com
- Assisted in training new hires to increase speed and efficiency of hotel services

RELATED PROJECTS

Baldwin Wallace University, Berea, Ohio

52 Works, 52 Weeks Brochure Designer, September 2019 – November 2019

- Developed brand identity for "52 Weeks, 52 Works" gallery show for Fawick gallery
- Developed design of brochure and logo for art show
- Organized show artists and artwork in the brochure

Cuyahoga Community College, Parma, Ohio

Service Learning Website Designer, January 2017 – May 2017

- Student team developed and reorganized a new web design for the city of Wickliffe
- Team transitioned website data to a user-friendly platform
- Implemented friendlier mobile resolutions resulting in increased web traffic