

GABBY HICKS

Graphic Designer

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PROFILE

Design experience in both start-ups and large organizations across multiple industries. Integrating creative design and appealing innovation combined with marketing and tech capabilities to support creative solutions. MFA in Graphic Design candidate, May 2024, ideally suited for a full-time graphic designer role at a full-service agency.

EXPERIENCE

GabbyHicks.com Freelance Graphic Design, June 2021 - present

Comply, Adhesive R&D, Life Design Project LLC, Slumberland

- Brand design and brand identity development i.e. mood board, persona, and logo design, color, and typography choice.
- Print production of brochures, flyers, packaging, signage, wayfinding, environmental design and label design with QR code creation and implementation.
- Array of digital asset creation to reach target audience i.e. Instagram, Facebook, LinkedIn, and X advertisement campaigns, website layout, email designs, and banner ads.
- Social media brief and strategic solution presentation.
- Creative ideation of sketches, icons and illustrations for clients.
- Client meetings with Design Director, Marketing Director, Account Managers, team members, and vendors.
- Collaborate with photographer and gave creative input and guidance on product photography.

Gator Garb Promotions, June 2021 - August 2021

Promotional products and advertising services

Graphic Design Intern

EDUCATION

Master of Fine Arts (MFA) - Graphic Design

Minneapolis College of Art and Design, 2022 - May 2024

- Graduate Teaching Assistant, August 2022 - December 2022
- Graduate Assistantship at Service Bureau (printing services), January 2023 - present

Exhibitions

- Fall Show, September 2023
- Mid-Program Review, April 2023
- Fall Show, September 2022
- MCAD MFA Thesis Exhibition, April - May 2024

Bachelor of Fine Arts (BFA) - Graphic Design

University of Wisconsin- Eau Claire, 2018 - 2022

- Major: Graphic Design | Minor: Marketing
- Cumulative GPA: 3.8 | Dean's List 4 semesters
- UWEC Women's Track and Field Team, 2018-2022 | UWEC Women's Basketball Team, 2018-2020

Exhibition

- Art Actually: BFA Senior Show, May 2022

HARD SKILLS

Adobe Creative Suites • Adobe Creative Cloud • Adobe Illustrator • Adobe InDesign • Adobe Photoshop • Adobe Lightroom • Adobe Xd • Adobe After Effects • Microsoft Products • WordPress • IOS • Windows • ADA compliance • Wix.com • UX/UI design • Figma • Color theory • Design principles

SOFT SKILLS

Creative ideas • Critical thinking • Communication skills • Problem solving • Time management • Accountable • Independence • Dynamic • Teamwork • Detail oriented • Reliable • Software and computer adaptation • Brainstorming • Efficient • Networking