

# Randi Wilson

GRAPHIC DESIGNER

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## PROFESSIONAL EXPERIENCE

### Graphic Designer, August 2021 – Current

Monarch Mavens, Remote

- Created mobile and desktop websites and landing pages through Wix editor and Divi WordPress.
- Designed social graphics for multiple platforms (LinkedIn, Facebook, Instagram)
- Created corporate and slides deck templates in Canva, Google Slides, Microsoft Powerpoint and Keynote.
- Created website illustrations and icons for clients with Procreate.

### Graphic Design Specialist, June 2018 – Current

Birmingham City Schools, Birmingham, Alabama

- Collaborated with an outsourced branding agency to create district brand identity, including a new logo.
- Created branding materials and guidelines with the new district logo.
- Upheld the district brand standards by reviewing and approving all district designs before printing or publishing.
- Collaborated with team members to increase social media presence by designing graphics using Adobe Suite and Canva, planning ongoing social media campaigns to promote district events and initiatives, and scheduling posts in advance with buffer.
- Improved communication with parents and students via district app.
- Created SurveyMonkey surveys to get feedback from parents and students.
- Designed and edited a reoccurring monthly district newsletter (October 2020-current).
- Produced and edited videos for district events, for superintendent and board member announcements, and for district updates.
- Photographed district-wide events.
- Created presentations using Microsoft Powerpoint, Google slides, Adobe InDesign, and Canva for superintendent, board members, and other district office staff.
- Designed and produced marketing materials including booklets, packets, flyers, marketing emails, digital advertisements, and more invitations, announcements, etc.
- Responsible for in-house printing and outsourced printing orders.
- Created scripts for radio commercials and live streams.
- Collaborated with district translator to create documents and social media presence for Latin American community.

### Graphic Design Intern, January 2018 – June 2018

Jefferson County Health Department, Birmingham, Alabama

- Collaborated with social media manager to create campaigns for free health events.
- Created Flyers and infographics.
- Designed a company t-shirt.
- Collaborated with department leaders to plan campaigns for upcoming events.

## EDUCATION

### BA Fine Arts, 2014 – 2018

Pre-Occupational Therapy Minor

The University of Alabama at Birmingham, Alabama

## HONORS / AWARDS

2020 Excellence in Communications Award (2 Awards)

2019 Excellence in Communications Award (1 Award)

2018 Lollapalooza x Blackhawks T-shirt Competition

## SKILLS / TOOLS

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, XD, After Effects, Acrobat, Photoshop)
- Social Media (TikTok, Instagram, Facebook, Twitter, Youtube, Pinterest)
- Canva
- Microsoft Office Suite (Word, Powerpoint, Outlook,)
- Web Design (Divi WordPress, Wix Editor)
- Digital Artwork (Procreate)
- Hand-drawn Art (Painting, Drawing)
- Communication/Collaboration Tools (Asana, Zoom, Google Docs)
- Sketch
- Typography & Color Theory
- Photography (Canon)
- Video Production

## INTERESTS / HOBBIES

Live Figure Drawing

Photography

Cooking & Baking

Animals (My dog is named Vangogh)

Graduation Crafts

Watercolor Painting

Custom Clothing