

GINGER COLLIER

GRAPHIC DESIGNER

CONTACT

- PHONE**
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- EMAIL**
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- PORTFOLIO**
gingercollier.com
- LOCATION**
Little Rock, AR

SKILLS

- PHOTOSHOP**
- ILLUSTRATOR**
- INDESIGN**
- WORDPRESS**
- MICROSOFT OFFICE**

QUALITIES

- ATTENTION TO DETAIL
- RELIABILITY
- ORGANIZATION
- POSITIVE ATTITUDE
- ANALYTICAL SKILLS
- LOGICAL THINKING
- ACCURACY
- TEAMWORK

EDUCATION

ARKANSAS STATE UNIVERSITY

SPRING 2012 | JONESBORO AR

Graphic Design, BFA. Marketing Minor. Cum Laude. GPA 3.7

EXPERIENCE

MARSHALL DRY GOODS CO.

GRAPHIC DESIGNER | Batesville, AR | Apr 2020 - Present

Collaborate directly with owner to develop fabric textile designs from concept through pre-production. Produce print repeats from final artwork; edits, re-colors and match colors from best selling color palettes. Research emerging print/graphic concepts and trends. Oversee, organize and maintain internet inventory for global distribution. Work heavily with external programming team to enhance website user experience to increase sales conversions.

GINGERCOLLIER.COM

FREELANCE DESIGNER | May 2012 - Present

Experience working for a variety of clients, time management, project management, client relations, outsourcing and visual problem solving. During my time freelancing, I have had time to develop skills in print design, web design, aesthetics and the ability to operate with professionalism.

IRONCLAD PERFORMANCE WEAR

ASSOCIATE GRAPHIC DESIGNER | Dallas, TX | Jan 2015 - Aug 2016

Support the Marketing team in expanding Ironclad's brand awareness and marketing initiatives through all mediums. Assist with overhauling companies visual brand and website redesign. Responsible for web maintenance, packaging design, tradeshow prep, content creation, guiding photoshoots, photo editing and all supporting print collateral.

FLOWER SHOP NETWORK

GRAPHIC DESIGNER | Paragould, AR | May 2012 - May 2013

Design materials for five subsidiaries. Develop campaign concepts, marketing materials, website redesigns, logos, newsletters, photo editing and web graphics. Assist with photoshoots and worked closely with sales staff.

ST. BERNARDS MEDICAL CENTER

GRAPHIC DESIGNER / MARKETING INTERN | Jonesboro, AR | Jan 2012 - May 2013

Create brochures, flyers, logos, direct mail and update previous marketing materials.

AWARDS

District 2013 Silver ADDY
NEA Chapter 2013 Gold ADDY
District 2012 Bronze ADDY
NEA Chapter 2012 Gold ADDY
NEA Chapter 2012 Gold ADDY

NEA Chapter 2012 Bronze ADDY
District 2011 Gold ADDY
District 2011 Bronze ADDY
NEA Chapter 2011 Silver ADDY
NEA Chapter 2011 Silver ADDY