

PIXIE GATOR

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Portfolio: pixiegator.myportfolio.com

EDUCATION

Bachelor of Fine Arts in Graphic Design

May 2024

University of Florida

TECHNICAL SKILLS

Adobe Illustrator, Photoshop, InDesign, Figma, Canva, Typography, Branding

RELEVANT EXPERIENCE

Graphic Design Intern

May 2023 – Present

The Walt Disney Company, Orlando, FL

- Designed 25+ digital marketing assets across web, email, and social media platforms, supporting seasonal campaigns viewed by thousands of guests and prospective visitors.
- Collaborated with a cross-functional team of 10 designers, copywriters, and marketers to develop creative content that reached an audience of 100,000+ guests across digital channels.
- Produced social media graphics and promotional materials that contributed to a 15% increase in engagement during a summer marketing campaign.

Student Graphic Designer

June 2019 - August 2020

Student Government Marketing, Gainesville, FL

- Created 100+ digital and print assets, including flyers, banners, presentation templates, and social media graphics, supporting organization outreach and marketing initiatives.
- Partnered with 15 student organizations to create marketing materials aligned with university branding guidelines, strengthening consistency and professionalism across promotional campaigns.

DESIGN PROJECTS

UF Sustainability Awareness Campaign

- Developed a visual identity system consisting of 20+ branded assets across digital and print platforms, ensuring a cohesive and recognizable campaign presence.
- Presented campaign recommendations to 8 university stakeholders and incorporated feedback into final deliverables, resulting in a refined and stakeholder-approved marketing campaign.

INVOLVEMENT

AIGA UF Student Group

Member

2020-Present

- Participate in portfolio reviews and professional development programming.
- Collaborate with peers on branding challenges and design workshops.