

Avery Herring

Graphic Designer | Digital Marketing

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EDUCATION

The University of Texas at Austin, Austin, TX

August 2018 – May 2022

Bachelor of Science in Arts and Entertainment Technology

- Minor in Business

FREELANCE GRAPHIC DESIGN EXPERIENCE

RE/MAX DFW Associate, Prosper, TX

September 2021 – Present

Graphic Designer/Social Media Manager

- Collaborate with client to develop and manage brand identity with deliverables such as logos, social media graphics, and email signatures
- Create promotional graphics as well as informational signs/brochures for client to advertise their brand
- Market content created through use of drip campaigns

FedEx, Plano, TX

April 2021 – August 2021

Graphic Designer

- Cultivated professional relationships with US & CA Customs Brokerage Sales Manager to design graphics for the team
- Designed presentation graphics for national division leaders

DSE Realty, McKinney, TX

May 2020 – August 2021

Graphic Designer

- Developed promotional graphics such as logos, social media graphics, and email signatures
- Created informational signs and brochures for client to advertise their brand
- Collaborated with client to develop brand identity

Potluck Podcast, Austin, TX

June 2019 – August 2019

Graphic Designer

- Developed a logo for the beauty podcast “Potluck” to be used on all advertised web platforms
- Worked in collaboration with client to create a brand representational of product purpose

FREELANCE ARTIST EXPERIENCE

Various Commissions, McKinney, TX; Austin, TX

May 2019 – Present

Painter

- Met with clients to gain agreement on artistic project goals, parameters, and financial considerations
- Successfully produced and sold over 20 paintings between 2019 and present
- Combine fine oils and acrylics to create custom paintings for various clients

McKinney Boyd High School, McKinney, TX

June 2018 – July 2018

Commercial Painter

- Designed and painted the school's alma mater on the gym wall using commercial materials
- Handpicked from over three thousand students to paint the mural

ORGANIZATIONS & INVOLVEMENT

Drift Magazine, Austin, TX

October 2019 – May 2020

Graphic Designer

- Collaborated with a team of writers to create digital art pieces for magazine articles on a bi-weekly basis
- Created web graphics using Photoshop and Procreate

SKILLS

Adobe Photoshop, Illustrator, Adobe Premiere Pro, InDesign, Procreate, Google Workspace