

Avery Herring

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Graphic Designer

Graphic Designer with 5 years of experience successfully working with clients to develop brand identity through the creation of logos, graphics, and other deliverables in both digital and print mediums. Skilled in tailoring efforts to best exemplify the mission of each client and implementing strategies that increase brand growth. Seeking to transition from freelance graphic design to a collaborative role within a company that values quality and fosters a growth mindset.

WORK EXPERIENCE

FREELANCE GRAPHIC DESIGNER

Agave Ridge, Broken Bow, OK September 2024 – Present

- Crafted a distinctive brand identity that maintains a cohesive connection with the client's other property, Casa Agave, fostering brand recognition and customer association
- Designed versatile logo variations tailored for multiple media platforms, ensuring consistent and impactful visual representation
- Established a strong web presence by designing and developing digital assets that enhanced online visibility and engagement

Casa Agave, Broken Bow, OK December 2023 – Present

- Created over 50 digital assets, enhancing online presence and contributing to a 40% average increase in web traffic
- Designed and maintained a responsive website, enabling seamless booking functionality and enhancing user experience, resulting in a 25% increase in bookings post-launch
- Developed a cohesive brand identity, delivering multiple logo variations and assets to align with client's vision and aesthetic

FedEx, Plano, TX April 2021 – August 2021

- 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

- Developed promotional graphics across various channels such as logos, social media graphics, and email signatures
- Collaborated with client to develop brand identity based on needs, specifications, and brand image
- Created informational signs and brochures for client to advertise their brand

JUNIOR GRAPHIC DESIGNER

Double A Labs, Austin, TX July 2022 - January 2023

- Partnered with various teams/directors to develop and align design assets reflecting branding goals
- Created both digital and tangible design assets using Adobe Creative Suite
- Self-managed given workload and consistently met project deadlines

REAL ESTATE PROFESSIONAL

RE/MAX DFW Associates, Frisco, TX May 2022 - Present

- Successfully negotiated \$10 million in transactions while ensuring strict adherence to legal deadlines
- Implemented CRM system with drip marketing capabilities, improving client retention 25% and increasing referrals 35%
- Collaborate with team members to ensure seamless transactions and 100% client satisfaction

SKILLS

Adobe Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Procreate, Figma, Google Workspace, Squarespace, Wix

EDUCATION

The University of Texas at Austin, Austin, TX August 2018 – May 2022

- Bachelor of Science in Arts and Entertainment Technology, Minor in Business