

Avery Herring

Digital Graphic Designer | Digital Marketing

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Graphic Designer and Digital Marketer with 4 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.

SKILLS

Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Dimension, XD, and InDesign, Procreate, 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

FREELANCE GRAPHIC DESIGN EXPERIENCE

DOUBLE A LABS, Austin, TX (Remote)

July 2022 – Present

Graphic Designer

- Partner with various teams/directors to develop and align design assets reflecting branding goals
- Create both digital and tangible design assets using Adobe Creative Suite
- Self-manage given workload and consistently meet project deadlines

RE/MAX DFW Associate, Prosper, TX

September 2021 – August 2022

Graphic Designer/Social Media Manager

- Collaboratively brainstormed with client to develop and manage brand identity with deliverables such as logos, social media graphics, and email signatures
- Created promotional graphics as well as informational signs/brochures for client to advertise their brand
- Marketed 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 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

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

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