

SERENA ANDERSON

CONTACT

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SUMMARY

- Bachelors of Fine Arts Degree in Graphic Design.
- 5 years experience as a Graphic Designer.
- Expert in Photoshop, Illustrator, InDesign and Dreamweaver.
- Expert in print and digital design.
- Possess Secret Clearance.

Skills

- Adobe Creative Suite CC — Illustrator, Photoshop, InDesign, Dreamweaver, Premiere Pro, Acrobat
- Apple Keynote
- Microsoft Office Suite — Word, Excel, PowerPoint, Outlook
- HTML / HTML5 and CSS / CSS3
- Video Editing

Working Knowledge

- JavaScript
- Animation / Adobe Animate
- UX / UI

PROFESSIONAL EXPERIENCE

American Speech Language Hearing Association (ASHA)

Graphic Designer, Contract

August 2016 – December 2016 • Rockville, Maryland

- Designed brochures, publications, ads, exhibit signs, and web banners for the annual national convention.
- Created consistent designs based on branding guidelines.
- Assisted in marketing design concepts for event advertising.

Freelance Graphic Designer

Graphic Designer

November 2015 – April 2016 • Takoma Park, Maryland

- Retouched and color corrected in-house photography for the Lucks Company.
- Created a visually compelling sixteen-page layout for their five-year strategic plan for Global Green.
- Assisted in the creation of poster designs for the Department of Veteran Affairs (VA).

Lucks Food Decorating Company

Graphic Designer

November 2012 – July 2015 • Tacoma, Washington

- Led design projects for wide range of clients to include Colorado State Legislature, Dairy Queen, Nordstrom, and Walmart.
- Designed flyers, mailers, infographics, catalog spreads, illustrations web banners and social media graphics.
- Retouched and color corrected in-house photography.
- Maintained entire digital archive of artwork and photography.

United States Army

Intelligence Collector

February 2009 – September 2015

- Conducted sensitive research, debriefings, and report writing, providing senior leaders with valuable information to help inform senior level decisions.
- Served as first line supervisor for ten junior employees providing, mentorship, purpose, and leadership.
- Held a TS/SCI clearance.

Quality Ultra Print

Graphic Designer

August 2007 – October 2008 • Memphis, Tennessee

- Developed design concepts and branding for a variety of business clients in the field of advertising.
- Designed materials to include posters, billboards, mailers, ads, postcards, newsletters, flyers, invitations and web designs.
- Created graphics that specifically met the creative needs of a diverse range of clients.

PIP Printing & Special FX Signs

Graphic Design Intern

December 2006 – May 2007 • Memphis, Tennessee

- Designed the company “SpecialFx Signs” logo.
- Designed letterheads, logos, business cards, envelopes, signs, and other various marketing materials.
- Received comprehensive hands on training in graphic design, printing options, and client communication.

EDUCATION

Bachelor of Fine Arts – Specializing in Graphic Design

University of Memphis

August 2002 – May 2007 • Memphis, Tennessee

Web Design and Web Development Certificates

Montgomery College

August 2016 – Present • Rockville, Maryland