

# SHERRI' MEALY RESUME

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## CONTACTS

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**Portfolio**  
www.sherrimealy.com

## TECHNICAL SKILLS

Adobe Illustrator CC  
Adobe InDesign CC  
Adobe Photoshop CC  
Microsoft Office  
Mac/PC Platforms  
Constant Contact  
Google Drive

## SKILLS

Graphic Design  
Illustration  
Product Design  
Package Design  
Display Design  
Digital Photography  
Photo Retouching  
Web Design  
Advertising  
Concept Design  
Customer Service  
Typography  
Identity Design  
Painting  
Marketing  
Eblast Design  
Social Media

## HIGHLIGHTS

**"20 Designers, One Show"**, Senior Exhibition, DeVries Gallery, Kalamazoo, MI | 2007

**"Student Show"** Exhibition, DeVries Gallery, Kalamazoo, MI | 2007

**ABA Chicago Conference** Poster and Council Cover Design | 2007

**"The Boys I Borrow"** Cover and Halftone Page Design | 2007

**Graphic Design Internship** at West Hills Athletic Club, Kalamazoo, MI | 2006-2007

**"Pet Parade"** Children's Book Illustrations, Detroit, MI | 2004

**"Foundation Show"** Exhibition, Knaus Space Gallery, Kalamazoo, MI | 2003

**Foundation Award** "Cold Lungs" sculpture of wire and paper | 2003

## EDUCATION

**Western Michigan University School of Art**  
Bachelor of Fine Art in Graphic Design  
Minor in Creative Writing  
Kalamazoo, MI | Graduated 2007

## WORK EXPERIENCE

### **Palmetto Animal League**

#### **Communications Manager**

Okatie, SC | January 2015-PRESENT

- Design print and online advertising, website event logos, flyers, brochures, banners, call-to-actions, signage, promotions, Word/Excel documents and all other marketing materials.
- Responsibilities include managing social media for Facebook, Instagram, and Pinterest, email marketing, mailers, and website updates.

### **Freelance**

#### **Graphic Designer / Web Designer**

Bluffton, SC | February 2012-PRESENT

- Designed various products, patterns, websites and marketing materials for independent clients including fashion company Spartina 449.

### **Clear Simple Marketing**

#### **Graphic Designer / Web Designer**

Bluffton, SC | September 2012-February 2013

- Designed web layouts and marketing materials based off of client's needs with a small team of professional marketers.
- Responsibilities included creating and updating several Wordpress websites with advertisements, photography, illustrations, and copy.
- Other duties included creating website templates with Photoshop, customer service, multiple project management, and problem solving.

### **Spartina 449**

#### **Lead Designer / Art Director**

Hilton Head Island, SC | August 2007 - February 2012

- One part of a two person design team that helped start a handbag and accessory company from the ground up. Spartina is a very successful and growing fashion line.
- Designed hundreds of handbags and accessories. Created and prepared illustrations and component spec sheets for manufacturing of handbags, accessories, jewelry, and display fixtures. Picked hardware, fabric materials, leather colors, and more.
- Pattern design, colorization and customization along with attending print shows. Product packaging design. Golf accessory creation and logo customizations.
- Overseas travel to many of the line's manufacturing plants for quality control, inspection and educational purposes. Traveled to trade shows in both New York City and Atlanta to help with display setup, inspiration and education.
- Worked on catalog content and photography, various photoshoot preparations, still-life setups and outdoor on-location photography assistance with models.
- Prepared quote requests to printers along with supplying the artwork for order forms and other various marketing materials. Constant contact with printers, US manufacturers and overseas manufacturers.
- Mastered problem solving skills for a startup business.