

Daana Cruey

Freelance Graphic Designer

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☎ (253) 306-8983

📍 123 Magnolia St, Jackson, MS 39201

Education

Bachelor of Fine Arts in Graphic Design at Mississippi State University, MS

Aug 2017 - May 2022

Relevant Coursework:

Typography, Illustration, Branding, Web Design, Motion Graphics, Packaging Design, Photography, Art History, User Experience, and Design Theory.

Links

[linkedin.com/in/daanacruey](https://www.linkedin.com/in/daanacruey)

Skills

Photoshop

Illustrator

InDesign

Sketch

Figma

CorelDRAW

After Effects

Languages

English

Japanese

Hobbies

Digital illustration

Profile

Detail-oriented Freelance Graphic Designer with 1 year of experience creating visually compelling designs for a variety of clients. Proficient in Adobe Creative Suite, with a strong eye for layout, color, and typography. Highly adaptable and skilled in developing creative solutions for diverse projects, including branding, print, and digital media. Committed to delivering high-quality work on time and exceeding client expectations.

Employment History

Freelance Graphic Designer at Blue Line Design, MS

May 2023 - Present

- Created a highly successful branding campaign for a local business, which resulted in a 35% increase in sales and a 50% increase in social media engagement within the first six months.
- Designed and launched a new e-commerce website for a major client, leading to a 40% increase in online sales and a 25% reduction in cart abandonment rates within the first year.
- Developed a series of marketing materials for a regional event, attracting over 10,000 attendees and generating a 20% increase in sponsorship revenue compared to the previous year.

Junior Freelance Graphic Designer at , MS

Jul 2022 - Mar 2023

- Designed and successfully launched a new branding campaign for a local business, resulting in a 25% increase in sales and customer engagement within the first six months.
- Developed and implemented a visually appealing social media strategy for a small non-profit organization, leading to a 40% growth in their online presence and a 30% increase in donations within the first year.
- Collaborated with a team of four on a website redesign project for a mid-sized company, improving overall user experience and increasing site traffic by 35% within three months of launch.
- Created an eye-catching marketing collateral package for a start-up, including logo design, business cards, and promotional materials, contributing to their successful launch and attracting over 200 new clients within the first quarter.

Certificates

Adobe Certified Expert (ACE)

Feb 2022

Graphic Design Professional Certification (GDPC)

May 2020

Memberships

Graphic Artists Guild (GAG)

American Institute of Graphic Arts (AIGA)