



CALLIE CROWNOVER

GRAPHIC DESIGNER

PROFILE

I'm a highly creative and multi-degree graphic designer with a dedicated passion for designing, branding, coding and web development. I take pride in the development of a project from concept creation to tangible product. Every client and project is treated with the same amount of respect and professional effort. I picked this career for the simple love of it and that love illuminates through my work.

INFO

- [calliecrownover.github.io](https://github.com/calliecrownover)
- calliecrownover.com
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- linkedin.com/in/ccrownover

PROFESSIONAL EXPERIENCE

Graphic Design Specialist (contract)

Ascend Sportswear; October 2019 - Present

- Design attractive and tasteful sportswear design layouts from scratch, client requirements, and/or example artwork
- Handle anywhere from 30-40 different design accounts a week
- Communicate with clients over phone and email to understand their design needs and revision requests
- Organize and prioritize multiple activities like design, consultations and emails in a fast paced environment
- Understand and adapt to design feedback and needs from a varying spectrum of clients
- Support marketing for brand asset design and other advertising materials
- Manage company's 7 social media platforms

Graphic Designer | Lead Screen Printer

ASAP Graphix; June 2017 - October 2019

- Created and designed layouts for shirt orders
- Designed numerous marketing programs (logos, brochures, newsletters, infographics, presentations and advertisements)
- Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals
- Prepress work including preparing customer artwork for print
- Produced orders of vinyl, heat transfer, direct to garment, embroidery, screen printing and wide format printing
- Screen printed apparel and chloroplast signs (25,000+/-)
- Managed anywhere from 15-20 orders at a given time while under pressure to meet weekly deadlines
- Set up a company Etsy Store from start to finish, while designing the store's merchandise
- Wrote, edited and published all content to share on company's social media

Graphic Artist | Production Manager

Epic Apparel; July 2015 - May 2018

- Supervised customer order process from creative design through printing production (2000+/-)
- Lead projects involving dye sublimation, heat transfer, vinyl and screen print
- Oversaw production/quality of print jobs up to 6 heads
- Prepared artwork for print production
- Designed company logos for clients with print needs
- Facilitated weekly print schedules with all managers
- Managed shop employees individual production schedules and assigned print jobs to press to meet print deadlines
- Ran and updated daily production schedules

SKILLS

| | |
|---------------------|-------|
| Adobe Illustrator | ★★★★★ |
| Adobe Photoshop | ★★★★★ |
| Adobe InDesign | ★★★★★ |
| Adobe Acrobat Pro | ★★★★★ |
| Adobe Lightroom | ★★★★☆ |
| Microsoft Word | ★★★★★ |
| Microsoft Publisher | ★★★★☆ |
| Microsoft Excel | ★★★★★ |
| HTML | ★★★★★ |
| CSS | ★★★★★ |
| JavaScript | ★★★★☆ |
| Node.js | ★★★★☆ |
| jQuery | ★★★★☆ |
| Visual Studio Code | ★★★★☆ |
| GitHub | ★★★★☆ |

PERSONAL

- Communication
- Work Under Pressure
- Decision Making
- Time Management
- Leadership
- Teamwork
- Creativity
- Positive Attitude

AWARDS

Pica Award
•2 or more Spot Colors, Textile

PROFESSIONAL EXPERIENCE (contd.)

Lead Graphic Artist | Screen Printer

The Robot Empire; August 2014 - July 2015

- Designed custom graphics for clients in a wide variety of industries
- Set-up custom and client-provided graphics for production
- Assisted management team in fielding client communications via phone and email
- Worked hand in hand with the management team in ensuring projects were delivered on time, every time
- Oversaw final orders to make certain projects were printed to spec and without errors
- Partnered with the design team to manage internal design needs (email marketing, web, social media, etc)
- Managed and properly archived client assets

Print Press Technician

Rutland Plastic Technologies, Inc; March 2013 - July 2015

- Developed “go-to-market” color cards for all ink subsidiaries
- Successfully completed color books for clients including Adidas, Nike and fashion brands
- Operated company’s automatic 12 head press
- Assisted Color Matching department with custom color application requirements
- Demonstrated technical ability to coat, burn and clean screens for production runs
- Tested new inks and applications prior to formal product launch
- Collaborated with international clients on their ink needs and inquiries

EDUCATION

Associates Degree

Coding + Web Development

GPA: 4.0

University of North Carolina at Charlotte - Charlotte, NC | 2020-Present

Associates Degree

Flexography

GPA: 3.8

Central Piedmont Community College - Charlotte, NC | 2016-2018

Associates Degree

Advertising + Graphic Design

GPA: 3.8

Central Piedmont Community College - Charlotte, NC | 2016-2018

Associates Degree

Graphic Arts & Imaging Technology

GPA: 4.0

Central Piedmont Community College - Charlotte, NC | 2015-2017