

# DEVON HARDY

## Graphic Designer

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(315) 870-2186

### EDUCATION

#### **Bachelor of Science - Digital Arts and Sciences** **Clarkson University - Potsdam, NY**

August 2020 - December 2023

- Minor in Mathematics
- 3.9 GPA
- Presidential Scholar

### SOFTWARE

#### **Design, Digital Imaging, and Video**

- Adobe Suite (Photoshop, Lightroom, Illustrator, Indesign, Premiere Pro, After Effects)
- Final Cut Pro

#### **UI/UX and Web Development**

- Adobe XD, Figma
- Html, CSS, Javascript
- WordPress and WordPress Plugins

#### **Productivity**

- Microsoft Office Suite
- Google Workspace
- Google Ads Certified

### SKILLS

- Brand Identity
- Advertising Design
- Editorial Design
- Merchandise Design
- Social Media Content
- Typography
- UI/UX Design
- Video Editing

### EXPERIENCE

#### **Graphic Designer | 2023 - Present** *Freelance*

- Designed merchandise, logos, social media posts, and other deliverables for clients.

#### **Marketing Intern | 2023** *VIP Structures - Syracuse, NY*

- Created ads and social media posts for VIP Structures and associated companies
- Designed emails for internal use
- Updated and maintained multiple websites
- Researched general marketing trends in the industry and built the grounds for VIP's future marketing plans

#### **Public Relations Intern | 2022** *Russett PR - Baldwinsville, NY*

- Crafted social media posts, advertisements, and infographics for both Russett PR and its clients while working closely with the PR department to plan photo shoots and other events

#### **Media Intern | 2021** *Clarkson University - Potsdam, NY*

- Produced infographics to encourage students and alumni to donate to the university
- Interviewed, recorded, and edited multiple videos of students and faculty across various departments about why alumni and students should donate

#### **Media Intern | 2021** *Onondaga Community College - Onondaga, NY*

- Built visually engaging advertisements and infographics that targeted prospective students; increasing application rates and engagement on social media platforms

#### **Video Editor | 2019 - 2021** *Freelance*

- Edited length streaming sessions into short-form videos for platforms such as YouTube and TikTok in collaboration with numerous content creators