

carrie markusen

contact

creator, cultivator, problem solver

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portfolio

carolinemarkusen.com

(coded by me!)

education

The University of St Andrews

2012–2016 | Scotland

BA (Honors), Joint Degree

Art History & Management

community

Haiti Reforestation Partnership

Board member

The Brenton Arboretum

Archivist

American Institute of Graphic Arts

Local member

skills

Visual Design

Illustration

Animation

Typography

UX | UI

HTML | CSS

Brand Strategy

Social Media Strategy

Adobe Suite

Microsoft Suite

Wordpress

MailChimp

Salsa Engage

professional experience

Haiti Reforestation Partnership | Jan 2019–Present

Creative Director expanding brand/digital presence for this 30-year old nonprofit.

- Leading expansion of brand/marketing strategy, Wordpress site, fundraising software.
- Designed materials for three campaigns; **raised over \$100,000, landed partnership with Duke University's Fuqua School of Business, increased e-mail subs 150%.**

Various Freelance | Jun 2017–Present

Freelance graphic designer specializing in branding, illustration, and website design.

- Consistently **managed 3–5 clients at any given time**; maintained unique project timelines, proposals, monthly invoices, customer service and deadlines.
- Built local/international network to maintain a positive influx of projects and clients.

America's Health Insurance Plans | Dec 2017–Aug 2018

Graphic designer specializing in advocacy at this DC-based health insurance lobby.

- Developed three unique brand strategies for AHIP and two prominent lobby coalitions: *Modern Medicaid Alliance, Coalition for Medicare Choices.*
- Produced **10–15 designs/week** among advocacy/updating outdated materials, marketed to congressional leaders, board members, health care executives, media.
- Consistently pushed to implement modern design trends/practices; introduced motion graphics, streamlined layouts, cohesive branding to warmly prompt digital engagement.
- Facilitated partnership with external creative agencies, particularly in development of Wordpress sites, search engine optimization, maintaining social media presence.
- Designed AHIP's most successful infographic of 2018, which received **200% higher than average engagement**, published by the *Washington Post* and *The New York Times*.
- Designed motion graphics for AHIP's panel on Medicaid at the *Washington Post*, attended by over 500 health care CEOs, industry experts, politicians, journalists.

The Mortons Group | Jun 2017–May 2018

Outsourced graphic & web designer for this international strategy consulting firm.

- Worked **directly with the CEO and COO** in developing cohesive brand strategy.
- Created Wordpress site intended as a resource to international partners, including blog featuring articles published by *The Middle East Institute* and *The Arab Weekly*.

Center for Strategic and International Studies | Sep 2016–May 2017

Design & Media intern at a digital media agency within this DC-based think tank.

- Designs regularly distributed to policy-makers, international investors, researchers; **work featured in the *Washington Post*, *CNN*, *Business Insider*.**
- Contributed to creative team in enhancing research, reach, and impact through innovative digital experiences that effectively communicate policy to a global audience.