

ERYNN M. AFFELDT



EXPERIENCE

NC Museum of Life and Science

VISUAL DESIGNER

2019 - PRESENT

Creates digital and print media in the Marketing and Communications Department. Responsibilities: email content development and design, event branding, merchandise design, video production and editing, brand maintenance. Developed a holiday marketing campaign that increased merchandise sales by 36%, reaching 30% higher than budget.

Triad Studios

GRAPHIC DESIGNER

2019 - 2021

Work directly with the animation team to create motion graphic concepts, transition styles, design assets, and vector graphics according to client specifications and brand standards.

UNC Chapel Hill - HR Communications

GRAPHIC DESIGN SPECIALIST

2017 - 2019

Designed print and digital materials, social media, brand campaigns and employee training materials from brainstorming to creative execution while implementing the university's brand strategies. Designed a summer program which impressed HR leaders to the extent that the design was established as a template for all other summer programs.

EDUCATION

University of North Carolina, Chapel Hill, NC

B. A., MEDIA & JOURNALISM: EDITING & GRAPHIC DESIGN

2019

- Malofiej Infographics World Summit and Workshop: Pamplona, Navarre, Spain - Summer 2019
- International Media Markets: London (MEJO 447) - Summer 2019
- Clubs: Society for News Design Club - *President*; Tau Sigma National Honor Society - *Board Secretary*
- Media and Journalism School *Ambassador* and *Peer Advisor*

The Paciello Group

ADA COMPLIANCE WORKSHOP: VISUAL ACCESSIBILITY

2018

- Design considerations for visual and cognitive disabilities
- Web content guidelines and PDF accessibility design

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SKILLS

InDesign	● ● ● ● ● ● ● ●
Illustrator	● ● ● ● ● ● ● ●
Photoshop	● ● ● ● ● ● ● ●
Wordpress	● ● ● ● ● ● ● ●
After Effects	● ● ● ● ● ● ● ●
HTML/CSS	● ● ● ● ● ● ● ●
Microsoft Office	● ● ● ● ● ● ● ●

RECOGNITION

MLS Executive Star Award	2020/2022
Davis Library Media Hub Gallery	2019
Tau Sigma Honor Society	2018
Carolina Covenant Scholar	2017
Phi Theta Kappa Honor Society	2015