



gillian drier

visual designer | creative

 Madison, Wisconsin  www.gilliandrier.com  hello@gilliandrier.com

Contact

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

Skills

Adobe Creative Cloud

InDesign, Illustrator, Photoshop, After Effects, Bridge, Acrobat

Website builders/CRMs

Wix, Wordpress, Hubspot

Software/Program Knowledge

Google Suite, HTML/CSS, Sketch, Figma

Favorite Design Skills

Brand Design, Logo Design, Layout Design, Iconography, Typography, Web graphics, Grid Building, UI Design, Data Visualization

Additional Roles

Graphic Designer & Marketing

Coordinator, UW-Madison International Academic Programs (2016-2017)

Assistant Director & Group Leader,

Instructor, Madison School and Community Recreation (2011-2019)

education

University of Wisconsin-Madison, 2013-2017

Bachelor of Fine Arts (BFA) - Graphic Design and Painting
Minor in Digital Studies

Santa Reparata International School of Art (SRISA), Fall Semester, 2015

Semester abroad in Florence, Italy - Contributed to BFA

design experience

Visual Designer, Graphic Designer (in-house)

Campus Sonar • Jan. 2020 - Present

- Developed a brand and sub-brand from the ground-up as the sole designer
- Completed a full website overhaul, which led to a 17% increase in visits and 50% bump in conversion rates on specific campaign landing pages
- Designed reports, guides, infographics, social media images, presentations, swag, a 360-page book, print collateral, digital ads, visual campaigns, and other graphics
- Constructed an original visual iconography set with customized avatars

Graphic and Multimedia Designer (in-house)

Care Wisconsin • Apr. 2018 - Jan. 2020

- Created new, accessible branding materials in a variety of forms including website design, brochures, business cards, letterheads, envelopes, folders, fliers, print templates, presentations, swag, billboard concepts, and social media graphics in collaboration with Marketing and Sales teams
- Took over as Social Media Manager - boosted Facebook engagement by 80% in the first year, up from 25% during the previous year

Graphic Designer | Visual Campaign Designer (freelance)

The Progress Center for Black Women • Aug. 2017 - Jan. 2018

- Developed and launched a vibrant visual brand for the non-profit's ad campaign
- Conceptualized design solutions for web and social media ads
- Campaign generated 70% of the \$150,000 fundraising goal in three months

Graphic Production Artist

Western States Envelope & Label • Sep. 2017 - Mar. 2018

- Designed, prepared, and produced final press-ready files based on supplied specifications for several types of printing for various businesses
- Exceeded requirements, completing an average of 41 jobs per day, performing at 205% of required rate with a 99% accuracy (above 97% average)