

GABRIELLA REYNOLDS

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GRAPHIC DESIGNER

Detail-oriented and versatile graphic designer with over 5 years of experience in illustration, video editing, and brand identity. Skilled in Adobe Creative Suite to deliver a range of assets, including marketing materials, illustrations, and packaging design. Able to multitask in fast-paced work environments without compromising the quality of work. Seeking opportunities to challenge my project management, graphic design, and animation skills.

TECHNICAL SKILLS

Design Software: Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Adobe Dimension, Adobe InDesign, Figma, Canva

Animation & Creative Skills: 3D Modeling, Character Development, Storyboarding

Collaboration & Productivity Tools: Microsoft Office, Microsoft Teams, Microsoft Outlook, Google Workspace, Asana

PROFESSIONAL EXPERIENCE

Graphic Designer & Media Specialist

The Hemp Doctor LLC, Mooresville, NC | July 2023 - Present

- Led the development of an improved loyalty program to increase customer engagement by 40%. Designed member exclusives, including apparel and custom product packaging.
- Created branded animated elements for 25+ short-form and long-form videos using Adobe Premiere Pro and After Effects. Driving an increase in social media engagement and Meta ad revenue.
- Created 10+ large-format marketing assets, including posters, billboards, apparel, and tradeshow displays, using Adobe Illustrator and Photoshop, that supported the sales team to increase the number of partners from 1,000 to 2,500.
- Designed and updated 15+ product packaging using Adobe Illustrator and Adobe Dimension for 3D mockups, aligned with current demographic trends, while streamlining design workflow to cut production time by 15%.

Graphic Designer (Contract)

Riverstone Logistics, Charlotte, NC | April 2023 - June 2023

- Designed internal and external marketing materials, including logos, social media posts, weekly news video updates, and 2D animations to promote employee engagement for regional warehouses and corporate bonus programs.
- Consulted with the CEO and communications team and design website mockups, merchandise, and marketing campaigns to support company outreach goals.
- Collaborated with Human Resources to update internal and external educational materials to meet current warehouse regulations and provide a detailed description of company services, decreasing employee turnover rate.

Graphic Designer (Freelance)

Wyo Bel Canto, Buffalo, WY | August 2018 - February 2022

- Collaborated with the Show Director to translate brand requirements and show themes into visual concepts, ensuring an increase in local patrons and potential incoming students.
- Managed every stage of the design process from sketch concept to production-ready files.
- Optimized remote project workflow and strict project management without sacrificing cross-country communication or quality of work.

Graphic Design Intern

Foundation Moto, Huntersville, NC | October 2018 - March 2019

- Gained advanced knowledge of Adobe Illustrator and Photoshop to create custom logo illustrations and packaging design for a private label coffee bag, which was released for sale in local North Carolina retail and farmers' markets. Boosting multi-industry links of coffee and motorcycle culture.
- Gained hands-on experience translating clients' vision and brand identity into practical, unique designs.

EDUCATION

University of North Carolina at Asheville | 2021

Bachelor of Arts in New Media (Concentration in 2D Animation with a minor in Creative Writing)

New Media Research & Production Study Abroad | London, Paris, Berlin | Summer 2019

Conducted digital media research at museums and galleries. Coursework included daily response essays, art theory analysis, daily media journaling, and a final independent animation project based on the question "What is New Media?"

ORGANIZATIONS & EXHIBITIONS

Gamma Phi Beta: Epsilon Psi Chapter | Secretary, Parliamentarian & VP of Recruitment

Enforced chapter standards and updated bylaws while maintaining merit records for the organization. Supported marketing efforts and administrative logistics for "Girls on the Run" philanthropy events.

Fall 2021 New Media Student Showcase | "I'm your Uncle Buck" Storyboard

Recognized by New Media leadership for strong storyboard design, effective use of color value, and emotional range. Assisted with event logistics, including technology troubleshooting and organizing artwork submissions, to ensure a seamless showcase experience for both new and established student artists.

Spring 2019 New Media Exhibition | "Glenn's Home Movie: Side A" Stop Motion Animation

Recognized by retired Disney feature animator, Dave Pruiksma, known for his work on *Beauty and the Beast* and *Aladdin*. Created a clay-based stop-motion animation inspired by late-1990s childhood cartoon characters.