

# Gabriella Reynolds

## Digital Content Creator

[gabriella.r.reynolds@gmail.com](mailto:gabriella.r.reynolds@gmail.com)  
[gabriellareynoldscreatives.com](http://gabriellareynoldscreatives.com)

## EDUCATION

### University of North Carolina at Asheville

B.A | New Media with a concentration in 2D Animation  
2018-2021

## SKILLS

- Adobe Creative Suite
- Brand Development
- Microsoft Office
- Google Suite
- Google Suite
- InDesign
- Procreate
- Dimension
- Packaging Design
- Microsoft Teams & Outlook

## ACTIVITIES & ORGANIZATIONS

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

**Secretary, Parliamentarian & VP of Recruitment** | Gamma Phi Beta

**Fall 2021 Student Showcase** | "I'm Your Uncl Buck" Storyboard

## WORK EXPERIENCE

### Graphic Designer & Media Specialist

#### **The Hemp Doctor LLC**

Mooresville, NC | July 2023 - Present

I supported the Marketing Director and Content Creators by editing videos and incorporating animated elements into both short-form and long-form content. I created posters, billboards, and apparel to be displayed on websites and used as assets for sales representatives. Additionally, I designed product packaging and stayed informed about product trends to ensure compliance with demographic needs, cannabis regulations, and packaging innovations. Alongside the Senior Graphic Designer, I developed a comprehensive brand guideline to establish a solid foundation for the brand.

### Contract Graphic Designer

#### **Riverstone Logistics**

Charlotte, NC | April 2023 - June 2023

Created internal and external marketing material which included: logos, social media posts, videos and animations and other illustrations to promote employee engagement. Consulted with the CEO and communications team to design website mockups, merchandise and marketing plans for company expansion projects and bonus programs.

### Freelance Graphic Designer

#### **Wyo Bel Canto**

Buffalo, WY | August 2018 - February 2022

Consulted with the client by phone and email to identify their vision and timeline. Created multiple poster designs for vocal performances. Promoted performances to the local community and displayed a welcoming design to incoming students and audience.

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## ACTIVITIES & ORGANIZATIONS

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

## WORK EXPERIENCE

### Graphic Design Intern

#### Foundation Moto

Huntersville, NC | October 2018 - March 2019

Created illustrations and designs for use on packaging of a private label coffee bag sold in local markets and future advertisements. Consulted with client to define design requirements and milestones and deadlines. Selected colors and themes according to client's vision while adding functionality to create a unique design.

