

Rebecca Edwards

Graphic Designer/ Motion Graphics Specialist

rebeccaedwardsartist1974@gmail.com • 252-503-2933

www.staticandkineticdesigns.com • Newport, NC 28570

Innovative professional with extensive experience spearheading end-to-end design stages of projects through the development of effective graphical and textural elements. Quality-driven individual with a keen eye for detail and the ability to create and revamp marketing packages including all print materials, digital assets, motion graphics, websites, social media engagements, email broadcasts, and multimedia installations via utilization of the entire Adobe Creative Cloud Suite. Aesthetically-inclined expert; known for formulating and presenting mock-ups and storyboards based on client briefs to achieve successful results. Proven track record in collaborating in a multi-disciplinary, diverse, and dynamic team. Honed interpersonal skills to effectively convey written and graphic communications using current and evolving technologies and techniques.

Areas of Expertise

- Innovative Graphic Design
- Excellent Writing and Editing
- Photography
- Story Development
- Project Planning & Execution
- Strategic & Analytical Tools
- Brand Creation and Extension
- Web & Social Media Design
- Motion Graphics & Video Editing
- Animations & Interactive Media
- Client Relationship Management

Education

Bachelor's Degree in Graphic Communication

University of Maryland, Global Campus

Media Arts & Animation Major

Art Institute of Pittsburgh, Online Division

Associate Degree in Fine Art

Carteret Community College, Morehead City NC

Associate Degree in Travel and Tourism

Blue Ridge Community College, Flat Rock NC

Technical Proficiencies

Adobe InDesign | Adobe Photoshop
Adobe Illustrator | Adobe After Effects
| Adobe Dreamweaver | Adobe XD
| Adobe Animate | Adobe Premiere Pro
| Adobe Lightroom | Final Cut Pro
| Autodesk Max and Maya | V-Ray
Render Engine | Microsoft Office |
Google Apps

Professional Experience

North Carolina Aquarium

Nov 2010 – Present

Exhibit Technician II / Graphic Artist

Provide top-tier support in critical design stages, ranging from ideation to finished product in collaboration with customers and project managers. Liaise with clients to establish needs, using design software to revise and complete projects based on client feedback. Created press kit materials and implemented brand quality.

- Developed, designed, and produced high-quality print and digital collateral materials and publications for marketing campaigns related to programs, special events, membership cultivation, fundraising, services, and products.
- Worked independently and within a team while managing multiple concurrent projects that provide information and establish effective communication to diverse audiences.
- Leveraged technical and artistic acumen to achieve challenging audio-visual videos, computer generated images, motion graphics, touchscreen frameworks, animations, and large-scale visual design project objectives.
- Developed brand identity and policies within the Aquarium Division as well as maintained consistency throughout all media.
- Led a team of 22 staff members in creating sustainability guidelines, practices, community outreach, and local business communications. Wrote three grants procuring a total of \$20,500 for sustainable development.

The Gam, Beaufort NC

Feb 2006 – Oct 2009

Graphic Designer & Reporter

Grew client bases by producing well-crafted written materials and designs. Liaison to media outlets, community businesses, state departments, and officials by managing interviews, responses to inquiries and handling requests.

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free news and feature stories.
- Cultivated and sustained robust relationships with vendors to align style consistency with all marketing materials and used unique blend of design knowledge to develop and launch aesthetically-pleasing ads within tight deadlines that complemented products and businesses.

Additional Experience

Travel Agent, Fantasy Travel, Waynesville NC

