



R.L.D.



507.696.9503  
ravenlouise.designs@gmail.com  
www.ravenlouisedesigns.com

## INDUSTRY EXPERIENCE

**Trinity Partners, Columbia, SC**  
**October 2022**  
**Graphic Designer & Content Coordinator on the Marketing Team**

- Developed and maintained brand-forward design systems for luxury commercial property listings.
- Designed brochures, signage, pitch decks, social content, and internal materials with a cohesive visual language.
- Created custom design templates and automated workflows to streamline production and improve output quality.
- Supported multi-team collaboration across marketing, leasing, and leadership stakeholders.

**Freelance Design & Marketing**  
**Raven Louise Designs est. 2019**  
**Graphic Design & Content Coordination**

- Partnered with startups and small businesses to define brand strategy and develop visual identity systems from the ground up.
- Delivered logos, brand guides, websites, packaging, marketing assets, and digital campaigns rooted in clarity and function.
- Guided clients through concept development, moodboarding, typographic exploration, and brand application.
- Maintained strong client relationships through thoughtful communication, creative leadership, and project management.

**UW Stout Applied Research Center, Menomonie, WI**  
**Working Student Position, 2019-2023**  
**Graphic Designer**

- Worked on client-facing research reports, infographics, and presentations with an emphasis on data clarity and usability.
- Collaborated in a team-based, feedback-driven environment to support design thinking and agile iteration.

## EDUCATION

**University of Wisconsin Stout, Menomonie, WI**  
**Spring 2022 Graduate**  
**Bachelor of Fine Arts Graphic Design & Communications**

- Courses in brand systems, packaging, UX/UI, print production, and typography.
- Emphasis on design thinking, strategic development, and visual storytelling.

## REFERENCES AVAILABLE UPON REQUEST

# RAVEN DECOOK

## GRAPHIC DESIGNER PROFILE SUMMARY

Strategic and creative brand designer with 6+ years of experience crafting distinctive, thoughtful brand identities, print systems, and digital collateral. Equal parts builder and collaborator, I thrive in cross-disciplinary teams and bring energy, empathy, and craftsmanship to every project. Passionate about brand clarity, storytelling, and intentional design that empowers growth.

## TOOLS & SKILLS

### Design

- Adobe CC (Illustrator, InDesign, Photoshop), Layout Design, Typography, Identity Systems, Logo Design, Color Theory, Print/Digital Asset Creation, UX/UI (basic), Photography, Illustration

### Professional

- Strategic Thinking, Collaboration, Time & Project Management, Storytelling, Asana, Emotional Intelligence, Communication