

RAVEN DECOOK

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

EDUCATION

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

A holistic approach to foundational art skills and critical design thinking. Key courses included designing for print production, exhibition and signage design, product and packaging design, design thinking and graphic communications.

INDUSTRY EXPERIENCE

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

Worked with a team to design visually appealing and understandable full length reports and supplemental infographics or presentations for external clients. Developed a successful feedback loop to optimize the design process.

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

Produce unique, high quality branded materials for premium real estate listings. Manage and create social media content to grow company presence on Instagram, LinkedIn and Facebook. Generate fresh templates to streamline design process for general packages or brochures.

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

Specializing in helping small businesses achieve their marketing goals by producing high quality branded materials and provide marketing strategy tips.

REFERENCES

Dimitri Psomas
Downtown Detail Freelance Contract
507.316.1540

Julia Friederichs
A La Mode Freelance Contract
507.993.0015

Jeremy Westrum
FCMF Freelance Contract
507.271.6799

INDUSTRY SKILLS

- Adobe Indesign
- Adobe Illustrator
- Adobe Photoshop
- Acrobat Pro
- Typography Skills
- Heirarchy of Image & Type
- Layout Design
- Logo Design
- Social Media Graphics
- Font Selection
- Cohesive Branding
- Design Principles
- RGB and CMYK
- UX Design
- Photography and Photo Editing
- Hand Drawn Illustration

PROFESSIONAL SKILLS

- Creativity and Problem Solving
- Storytelling
- Time Management
- Proactive
- Team Player
- Emotional Intelligence