

# TORI WATSON Graphic Designer

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## 📁 PROFESSIONAL EXPERIENCE

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- Graphic Designer, Girls Group** 10/2024 - present  
Remote
- Sole designer responsible for the **complete production of all visual materials**, ensuring a cohesive brand identity across digital, print, web, and social media platforms.
  - Launched a Giving Tuesday campaign that included social posts, email, webpage, and printed mailers, raising **\$2,900**.
- Graphic Designer, Conversion Interactive Agency** 08/2022 - 08/2024  
Nashville, TN
- Developed an icon system, social and digital ads, and promotional materials for Red Classic, boosting brand recognition. The social ads achieved **180,926 impressions and 360 leads with a CPL of \$13.17**.
  - Designed a trade show booth for Walmart highlighting their diverse employees. The client was so impressed with the concept that it was expanded into a **bilingual English and Spanish campaign celebrating inclusivity**.
  - Pitched and animated an ad campaign, deployed across social, digital, and print media, including Google, Facebook, Instagram, and trade magazines. The campaign became the **client's top performer of the year and inspired the direction for their next campaign**.
  - Identified delays in project workflows due to minor tasks and researched emerging technologies to improve efficiency. Researched and introduced Adobe Beta releases, including mockup and text identification to the team, leading to **accelerated project turnaround times**.
- Graphic Designer, 6S Brewing Company** 11/2018 - 08/2022  
Duluth, GA
- Launched and managed Facebook and Instagram accounts from 2018 to April 2021, taking professional photos and videos and establishing a consistent aesthetic. **Grew the social media following from 0 to 1,200 followers**.
  - Illustrated six unique craft beer labels, in-store sales sheets, and window displays. Prepared files for print production. Successfully **won approval from five store owners and achieved rollout to their locations**, which enhanced in-store visibility and brand awareness.

## 🎓 EDUCATION

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- MFA Graphic Design, Otis College of Art and Design** 2024 - present
- BA Art History, The University of Georgia** 2018 - 2022
- BA Comparative Literature, The University of Georgia** 2018 - 2022

## ❤️ LEADERSHIP & COMMUNITY

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- Athens Mural Alley Project**  
03/2021 - 07/2021
- Selected from 40 applicants as one of 7 muralists in the city's "Here and Now 2021" initiative, chosen for my design's look and emphasis on unity and queerness.

## 🏆 AWARDS

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- WOW Award, Conversion Interactive Agency**  
12/2023
- Recognized as one of six employees across all departments for exceptional performance and consistently exceeding expectations.

## 🔧 SKILLS & TECHNOLOGIES

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Photoshop, Illustrator, InDesign, After Effects, Figma, Canva, Microsoft Office, print design, advertising, social media, branding, UI design, illustration, research, team player, efficient