

Judie Taylor

Graphic Designer

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About

Passionate graphic designer with six years experience in the fast-paced world of marketing. A woman of many hats, recognized for being highly organized, detail-oriented, and delivering projects on time. Voted office “Snack Queen” and thrives on coffee and collaboration.

Skills

Tools & Technology

Asana

Adobe (Photoshop, Illustrator, InDesign)

Microsoft (Outlook, Teams, Excel, etc.)

Industry Knowledge

Branding & Logo Design

Email Design

OOH Advertising

Packaging

Photo Editing/Retouching

Photoshoot Production

Print & Layout Design

Social Media Marketing

Video Editing

Web Design

Education

Savannah College of Art & Design — 2018

BFA (Graduated Magna Cum Laude)

Major: Graphic Design

Minors: Advertising, Film & Television

Nash Community College — 2015

AAS (Graduated Phi Theta Kappa)

Focus: Advertising & Graphic Design

Experience

NC Wesleyan University — Current

Graphic Designer (June 2022)

Responsible for developing visually engaging print and digital materials that market the value of the University across a variety of platforms. Tasked with reinforcing the visual identity and brand of the University, while introducing fresh ideas to garner interest from students.

Magnolia Collective — Current

Freelance Graphic Designer (February 2023)

Ongoing collaboration with clients and lead planner to produce personalized and memorable wedding materials, including event signage and programs.

Vida Shoes International — 2023

Freelance Graphic Designer

Contracted to design triggered email templates to support Stride Rite’s email program with Bluecore.

Four Seasons Contractors — 2023

Freelance Graphic Designer

Tasked with creating a branded explainer video for the company’s New Homeowner’s Warranty Guide.

Vida Shoes International — 2022

Marketing Graphic Designer (2021-2022)

Jr. Marketing Graphic Designer (2019-2021)

Responsible for creating eye-catching print materials, package designs, and digital assets for renowned children’s brands including Stride Rite, Carter’s, and OshKosh B’gosh. Played a role in establishing branding strategies for new product/campaign launches and provided branded assets for pitch decks.

Dakota (Feature Film) — 2018

Freelance Graphic Designer

Collaborated with the director/editor to create the opening title sequence and end credits of the film, as well as a promotional poster for film festivals.