

LIBBY SCHINNOW

T 941.685.5274 E libbyschinnow@gmail.com W www.libbyschinnow.com

EXPERIENCE

Graphic Design Intern | Myjive

June 2015 – September 2015 | Charlotte, NC

Created materials for the Myjive website. Worked on projects for corporate clients such as Volvo Trucks, Regal Boats, and Omatic Software. Designed a typeface for use on an internal project.

User Interface Designer | Group Interactive Systems (GIN), Study Edge, Tutor Matching Service, Algebra Nation

May 2014 – June 2015 | Gainesville, FL

Redesigned GIN's company website. Worked with the creative and development teams to design the app interface for the launch of GIN6. Created web graphics, edited photos, and designed flyers for distribution at national conventions.

Graphic Designer | Education, Technology, & Creative Services Division, College of Education, University of Florida (UF)

September 2013 – May 2015 | Gainesville, Florida

Edited videos and created web graphics for online courses. Redesigned the lesson plan for *Tools for Getting Along*. Designed assorted materials such as logos, ads, and environmental signage.

Product Design Intern | Samuel P. Harn Museum of Art, UF

May 2014 – September 2014 | Gainesville, FL

Coordinated and executed the design of museum collateral. Secured buy in from 24 Florida museums, communicated with participating museums, coordinated with the printer, and performed quality checks. Resulting product was a Museum Store Association Product Design Finalist for the Florida Region.

Assistant Art & Layout/Printing Director | Gator Growl, UF

January 2014 – December 2014 | Gainesville, Florida

Collaborated with the Art and Layout team on branding and marketing for the 91st annual Gator Growl (the nation's largest student-run pep rally). Due to strategic marketing efforts, the event sold a record-breaking 17,000 tickets (an increase of 12%).

Graphic Design & Marketing Intern | Market Insight

August 2010 – May 2011 | Sarasota, FL

Conducted marketing research & public opinion polling for Market Insight, a marketing company focused on commercial economic, sociological, and educational research. Updated company branding.

Cashier | Publix Supermarkets

June 2008 – June 2014 | Sarasota & Gainesville, FL

Greeted and assisted customers. Handled cash and operated terminal. Designed in-store signage and flyers for special events. Commissioned by the District Manager to create a 5'x 8' employee recognition mural for the grand opening of a new store.

EDUCATION

BFA in Graphic Design | University of Florida

May 2015 | Gainesville, FL

Magna Cum Laude | 3.78 GPA

LEADERSHIP

Vice President | voxGraphis, UF Design Organization

Vice President: August 2014 – May 2015 | Active Member:

August 2011 – May 2015 | Gainesville, Florida

Organized the annual trip to tour design studios in Charlotte, NC. Logistics included contacting studios to schedule tours, negotiating hotel accommodations, and overseeing the coordination and safety the 45 students in attendance (an all-time record).

Art Gallery Director | Inter-Residence Hall Association, UF

August 2014 – May 2015 | Gainesville, Florida

Planned, curated, and promoted a semesterly gallery show featuring the work of select student artists. Scheduled live music, catered food, and contacted campus art organizations to provide live demos at the gallery opening. Increased attendance by 200%.

Conversation Partner | English Learning Institute, UF

September 2013 – May 2015 | Gainesville, Florida

Mentored international students through weekly language assistance and cultural immersion.

Active Member | Phi Mu Fraternity, Alpha Nu Chapter

August 2011 – May 2015 | University of Florida

Designed promotional materials such as chapter logo, cover photos, posters, fundraising materials, and t-shirt designs. Analyzed and distributed the \$800,000 chapter budget as a member of the budget committee.

SKILLS

Proficiency

Adobe CS6/Cloud (Illustrator, Photoshop, InDesign, Dreamweaver, Muse), HTML5/CSS3, UI Design, Wireframing/Prototyping, Branding, Copywriting, Social Media, Microsoft Suite, Windows & Mac

Working Knowledge

Adobe Premiere Pro, After Effects, UX Design, Photography, Wordpress, Tumblr, Printmaking, Bookmaking

INTERESTS

To-Do Lists, Science Fiction, TED Talks, Language, Education, Foreign Cultures, Patterning, Experimental Cooking, Museums, Event-planning, Collaborative Projects