

LIBBY SCHINNOW

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WORK EXPERIENCE

Graphic/Web Designer

Division of Online Learning, UNC Greensboro • 10/2015–Present

- Design integrated omni-channel marketing campaign assets (print and digital) for a range of degree programs
- Conduct website usability testing
- Collaborate closely with project management, writing, multimedia, and development teams
- Present concepts to key internal/external stakeholders
- Serve as project manager on multiple \$10,000 campaigns

Graphic Design Intern

Myjive • 06/2015–9/2015

- Completed digital and print projects for corporate clients such as Volvo Trucks, Regal Boats, and Omatic Software
- Designed assets for the Myjive website
- Developed an animated typeface

User Interface Designer

Group Interactive Systems (GIN) • 05/2014–06/2015

- Designed new GIN website/mobile app, working with developers to integrate UX/UI best practices.
- Conducted data analytics and user testing
- Created graphics for GIN website, designed brochures for national conventions, and edited photos

Graphic Designer

Education, Technology, & Creative Services Division, College of Education, University of Florida (UF) • 09/2013–05/2015

- Edited videos and created graphics for online courses
- Redesigned lesson plan for *Tools for Getting Along* (an anger management curriculum for elementary students)
- Designed assorted logos, ads, and environmental signage

Product Design Intern

Samuel P. Harn Museum of Art • 05/2014–09/2014

- Designed and project-managed a canvas tote bag that was sold in the stores of 24 Florida art museums
- Conceptualized the project, secured each museum's participation and monetary buy-in, created illustration, coordinated printing, and performed quality checks
- Recognized as Museum Store Association Product Design Finalist for the Florida Region

EDUCATION

MA in Digital Communication • *UNC-Chapel Hill • Class of 2023*

BFA in Graphic Design • *University of Florida • Class of 2015*

COMMUNITY INVOLVEMENT

Board Member

Greensboro Chamber of Commerce • 01/2022–Present

Co-President

synerG Young Professionals • 01/2020–Present

- Lead 30-member Council, five committees, 300 members
- Conceive and execute community events/projects aimed at attracting, engaging, and retaining young professionals

VP of Fund Development

The Junior League of Greensboro • 01/2022–Present

- Tasked with leading seven committees to plan and execute year-round fundraising campaigns and events
- Given a fundraising goal of \$300,000

Assistant Treasurer

The Junior League of Greensboro • 05/2021–Present

- Record all membership dues and donations
- Review and reconcile financial reports using Quickbooks

Chair, Annual Fund Committee

The Junior League of Greensboro • 05/2019–05/2020

- Planned and executed annual giving campaign raising \$13,400 (\$10k goal)
- Targeted 800+ members using raffles, social media, direct mail, and in-person solicitation

Assistant Chair, Leadership Development Committee

The Junior League of Greensboro • 05/2018–05/2019

- Led a seven-member committee to plan and execute the 9th Annual Women's Leadership Summit including venue and speaker selection, marketing, and event logistics
- Raised over \$45,000 via corporate sponsorships and raffle purchases; Sold ~300 tickets, a 20% increase

SKILLS

Graphic Design (Adobe CC), Web Design (Wordpress, HTML5 & CSS3, UX/UI), Social Media, Project Management, Video Editing, Photography, Animation, Copywriting, Microsoft Suite