

Ciara Potter

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DESIGNER

Motivated professional dedicated to solving problems through creative means. Led a wide range of projects encompassing design, branding, and user-interface design over a 6-year career in both agency and freelance settings.

WORK EXPERIENCE

E-Commerce Digital Design Intern

AUTOZONE | Memphis, TN | June 2023 - Aug. 2023

- Created website banners and brand profile pages for B2C initiatives within a Fortune 500 company, fueling engagement for a weekly user base of 6.1 million.
- Conceptualized the user interface and graphics for AutoZone's vendor portal, fostering seamless interactions with 50+ vendors.
- Developed and implemented a chatbot solution to automate the process of rewards system claims. Project streamlined claims which reduced thousands of calls to the customer support team.

Graphic Designer

OPAL LLC | Remote, US | June 2022 - Jan. 2023

- Launched digital assets, social media posts, and email marketing which advanced content 2 months ahead of schedule.
- Revitalized brand guidelines, establishing consistency within the company and boosted audience engagement by 25%.
- Fostered cross-functional collaboration between 3 departments to forge comprehensive brand guidelines, ensuring a seamless and consistent visual identity across all company materials.

Design Intern

RUSTMEDIA | Cape Girardeau, MO | Aug. 2022 - Dec. 2022

- Conceptualized and crafted original designs for a diverse spectrum of print projects and digital media, encompassing logos, brochures, social media graphics, and website layouts.
- Aligned designs seamlessly with client expectations and strategic marketing objectives, fueling heightened customer engagement and amplifying brand recognition.
- Supported agency campaigns by delivering impactful designs, illustrations, and photography, elevating the overall impact and effectiveness of the initiatives.

Design Editor

SOUTHEAST ARROW | Cape Girardeau, MO | Aug. 2021 - Dec. 2021

- Orchestrated the production of captivating visual content for print and digital distribution, ensuring its quality and impact.
- Spearheaded the end-to-end production process of content for 20+ published material, and created content for social media platforms, helping to increase engagement and expand the company's online presence.
- Lead projects that won several awards from the Missouri College Media Association.

Marketing Intern

SALTED ADVERTISING & CYPRESS MAGAZINE | Covington, TN | May 2018 - Aug. 2020

- Oversaw a three-part series published over two years. Managed all creative content, moving up release dates by two months.
- Assisted in the development and execution of marketing campaigns, contributing creative ideas and supporting material preparation honing skills as a designer, photographer, and copywriter.
- Conducted 20+ interviews, crafted 10+ published blog articles, and creatively captured compelling photography to deliver exceptionally engaging content, captivating audiences and leaving a lasting impact on 10+ magazines.

EDUCATION

(MDes) Master of Design, Design Research

UNIVERSITY OF CINCINNATI | In-Progress

BFA Graphic & Interactive Design, Minor in Mass Communication: Marketing

SOUTHEAST MISSOURI STATE UNIVERSITY

SKILLS

- Design | Visual Identity | UI/UX | Design Research | Adobe Creative Suite | Figma | Copywriting | Photography | Communication | Collaboration | Problem-Solving | Engaged | Critical Thinker | Project Management | Emotional Intelligence | Adaptability