

# CARLY ALDRIDGE

## GRAPHIC DESIGNER

### CONTACT ME

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#### Portfolio:

carlyaldridge.com

### EDUCATION

#### University of Michigan-Flint

Bachelor of Arts, 2017

Visual Communications

### SKILLS

Adobe Creative Suite  
(Ai, Id, Ps, Lr)

Mailchimp

Squarespace

Wordpress

### MEMBERSHIPS

#### Buckham Fine Arts Project

Board Member, 2023

#### Flint Institute of Arts

### WORK EXPERIENCE

#### Senior Graphic Designer

*Truscott Rossman (acquired Blohm Creative Partners in 2023), 2019 - Present*

- ✦ Conceptualize and execute creative design solutions that adhere to brand standards for 30+ clients, encompassing diverse audiences across platforms, including web, social, OOH, print and more
- ✦ Collaborate closely with a cross-functional team to deliver cohesive and impactful marketing solutions
- ✦ Manage projects in a timely manner from start to finish that includes several deliverables
- ✦ Deliver design concepts and proposals to clients in a compelling manner, effectively demonstrating the value of the creative solutions to achieve their goals

#### Freelance Designer & Owner

*Studio Lou Creative, 2018 - Present*

- ✦ Lead and manage all projects ensuring timely delivery and adherence to client specifications and branding
- ✦ Cultivate strong and positive relationships with clients through effective communication and a deep understanding of their vision
- ✦ Execute a wide range of design tasks encompassing logo and brand design, product packaging, icons, web assets, poster and t-shirt design, and illustration

#### Graphic & Production Designer

*Datapak Services Corporation, 2018-2019*

- ✦ Illustrate concepts for a range of retail products, such as clothing, drinkware, bags, and more
- ✦ Successfully prepared design files for diverse production processes, including large format print, screen printing, etching, and embroidery.
- ✦ Build and populate graphics for e-commerce listings

#### Graphic Designer

*100K Ideas, 2017-2018*

- ✦ Design for internal branding and clients
- ✦ Collaborate with various departments and community members
- ✦ Assist social media manager with content creation