



BLAKE HOTALING

GRAPHIC DESIGNER

✉ blake@blakehotaling.com

☎ (518) 844-4207

PORTFOLIO LINK

Online Portfolio



EXPERIENCE

JUNIOR GRAPHIC DESIGNER - FURNISHED QUARTERS / REMOTE

📅 01/2024 — NOW

- Provided creative support to the marketing team by designing flyers, brochures, landing pages, emails, sales kits, videos, animations, social posts, and more.
- Coordinate print and production needs, manage apartment photoshoots and edit images, assist with trade show preparations, and stepped in as sole graphic designer in the company when needed and successfully managing the workload.

GRAPHIC DESIGNER - MATTRESS FIRM / REMOTE

📅 07/2023 — 11/2023

- Translated department needs and branding strategies into design strategies and graphic assets.
- Selected colors, fonts, photographs, layouts and other design elements to communicate creative concepts while remaining on brand.

FREELANCE GRAPHIC DESIGNER / REMOTE

📅 06/2021 — NOW

- Collaborated with local businesses to create logos, stickers, packaging, business cards, brochures, and websites.
- Worked closely with print shops to create print ready documents that align with the client's needs, coordinated and distributed deliverables appropriately.

SKILLS

- | | | | | |
|---------------|-----------------|------------------|-----------------|----------------|
| • Photoshop | • After Effects | • Flat Animation | • Salesforce | • Powerpoint |
| • Illustrator | • Adobe XD | • HTML / CSS | • Stripo | • Typography |
| • InDesign | • Premiere Pro | • UX/UI Design | • Communication | • Email Design |

PROJECTS

MATTRESS FIRM NEW ASSOCIATE PROGRAM

📅 SUMMER 2023

- Crafted visually captivating graphic assets, icons, and infographics, which significantly enriched the visual appeal and educational impact of the 'New Associate Program', enhancing engagement and knowledge retention in employees.

BRAND IDENTITY FOR KCL INSTITUTE

- Led a team of four designers, to ensure project deliverables aligned with client's expectations and were completed within the anticipated deadline.
- Created a logo, website, business cards, brochure, and social media advertisements for local tutoring business in an eight week time frame.

📅 SUMMER 2022

EDUCATION

WAKE TECHNICAL COMMUNITY COLLEGE / RALEIGH, NC

📅 02/2021 — 05/2023

Associate of Applied Science, Advertising & Graphic Design
Web and Graphic Design Certificate
Cumulative GPA: 3.967

SIENA COLLEGE / LOUDONVILLE, NY

📅 09/2016 — 05/2020

Bachelor of Arts, English
Information Systems Minor