



BLAKE HOTALING

Graphic Designer

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PORTFOLIO

[\(Click Here!\)](#) Online Portfolio

[\(Click Here!\)](#) Portfolio PDF Link

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

SKILLS

- Photoshop
- After Effects
- Flat Animation
- Writing Copy
- Powerpoint
- Illustrator
- Adobe XD
- HTML / CSS
- Typography
- Rise 360
- 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."
- Revamped training slide decks and developed interactive online training courses that led to enhanced engagement and knowledge retention among new store employees.

BRAND IDENTITY FOR KCL INSTITUTE

📅 SUMMER 2022

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

DESIGN PORTFOLIO WEBSITE

📅 FALL 2022

- Utilized HTML / CSS coding to create a personal portfolio website featuring images, mockups, and descriptions of my best graphic design work.

EXPERIENCE

GRAPHIC DESIGNER - MATTRESS FIRM / REMOTE

📅 07/2023 – NOW

- Translated department needs and branding strategies into design strategies and graphic assets.
- Designed visuals using Rise module in Articulate, Shutterstock, and Illustrator.
- 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.