

JoAnne Houck

Graphic Designer

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🌐 joannehouckdesign.com

EXPERIENCE

Lead Graphic Designer

08/2021-Ongoing

Small Studio- Branding and Social Media Agency

- Designed social media graphics that followed brand guidelines, resulting in increased engagement and a cohesive brand image.
- Collaborated with account managers to stay within timelines and strategize content deliverables, resulting in efficient project management and client satisfaction.
- Led design efforts on all branding clients, developing creative and impressionable brands that effectively communicated the clients' unique identities and values.
- Photographed and edited images for use across brand channels, ensuring high-quality visuals that aligned with brand guidelines and communicated key messaging.
- Collaborated closely with clients on designs, actively incorporating requirements, modifications, and feedback to produce exceptional work that met their specific needs.

Freelance UX/UI Designer

03/2019-05/2020

Selected Pixel- Software and Technology Consulting

- Designed intuitive and user-friendly app and web-based solutions, utilizing design thinking methodologies to identify pain points and opportunities for improvement.
- Created interactive prototypes to receive feedback and ensure that the proposed solutions were meeting user needs and business requirements.

Multimedia Designer

03/2019-05/2020

Hello Little Studio- Photography Studio and Photography Props Supplier

- Designed a variety of media formats, including PDF guides, web-based marketing materials, and print communications, resulting in high-quality and effective messaging across multiple channels.
- Collaborated with owners on new product launches to design and produce supporting marketing materials, including product packaging, digital and print advertisements, and social media content.

EDUCATION

BFA Communication Design

Milwaukee Institute of Art and Design
Graduation: 05/2021

SKILLS

Indesign · Illustrator · Photoshop · XD · Visual Storytelling · Typography
Branding · Illustration · Photography · Social Media · Squarespace
Adaptability · User Empathy · Leadership · Optimism · Collaboration