

char

CHARLOTTE HARRIS

char-harris.com

I AM

a creative-problem solver

AND / OR

a creative problem-solver

SKILLS

Creative/art direction + art assignment

Typography

Editorial + print design

Print production management

Leadership

Ad design (web + print)

Visual storytelling

Web design

Digital + traditional photography

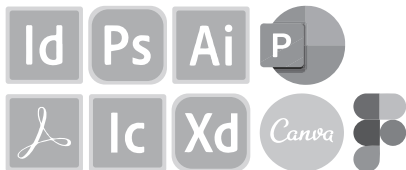
Handlettering + applied arts

Brand identity + templates

Email marketing + design

Social media content

Content strategy



EDUCATION

Champlain College '14

Bachelor of Fine Arts in Graphic Design
and Digital Media

ACCOLADES

1st Place, 2018 Marketing awards
for Special Section design for
Burien's 25th anniversary

1st Place, 2018 Marketing awards
for Special Publication design of
Choose Monroe magazine

2nd Place, 2018 Marketing awards
for Cover Design of *Auburn Magazine*

Winner, AIGA Best of the Northeast
Student Design Community 2014

AIGA member since 2012

Level II Instructor, certified through
AASI (American Association
of Snowboard Instructors)

Professional Photographers of America
member since 2019

OTHER SKILLS

HTML & CSS

Screenprinting

Portrait photography

Event photography

Proofreading/copywriting

EXPERIENCE

03.2020 – present

Senior Designer

SISU MAGAZINE/COALITION SNOW | *Reno, NV (remote)*

After starting as a brand ambassador in 2017, I've moved up to Associate Editor, to Contract Designer to my current position as Senior Designer. I have ownership over the brand direction and design of the Après Delight product line, with hands on everything from packaging and print materials to the digital marketing, web design, emails, ads, and social. For Coalition Snow, I do a lot of the digital materials like ads, posters, infographics, as well as packaging design. For Sisu Magazine, I manage the entirety of production: art direction, layout, prepress, and edit as part of an editing team. I also create the graphics for Sisu social media. Other aspects of teamwork that I participate in are being both photographer and model when needed and content creation for social and blogs.

05.2014 – present

Freelance Wedding Creative Director + Graphic Designer

Burlington, VT | Seattle, WA

I'm a multi-faceted creative with expertise in multiple areas of the creative universe. As a Wedding Creative Director, I believe wedding design is so much more than invitations. I specialize in designing the entire Creative Experience, which extends beyond invites into environmental design (signage and styling), photography, table places, copywriting, packaging, little details, etc.

In other areas of my freelance studio, I create branding and cultivate content/social strategy for small businesses; editorial and print layout like magazines and books; web front-end design; personal branding like business cards and resumes; sales and marketing collateral; and other designed odds and ends like packaging, posters and photography.

09.2019 – 07.2020

Digital Designer/Jr. Web Designer + Print Production Manager

EXPERIENCE | *Seattle, WA*

My responsibilities were creating all marketing materials with direction from the Marketing Director. These responsibilities included brochures, booklets, catalogs, flyers, postcards and thank you cards, specialty printed items, social media graphics, powerpoint presentations, marketing emails, ads and more.

Additionally, I was responsible for managing almost all print production of assets, maintaining positive relationships with all printers and exporting materials to the correct specs in preparation for large-quantity printing. Before leaving, I took on the responsibility of junior web designer and content creator.

11.2017 – 05.2019

Graphic Designer (Jr. Art Director)

PHILIPS PUBLISHING | *Seattle, WA*

Winner of three design awards for the 2018 Marketing Awards: 1st Place for "Special Section" for Burien's 25th anniversary double-truck in *Burien Magazine*; 1st Place for "Special Publication" for the visual identity and template of *Monroe Magazine*; and 2nd Place for "Cover Design" for *Auburn Magazine*'s 2017-18 Winter issue. I Successfully re-branded *Catalina Express Magazine*, *Snohomish Magazine*, and *Discover Stanwood Camano*. Successfully refreshed *Sedro-Woolley Magazine*, *Clipper Vacations Magazine* and *MV Coho Magazine*. Successfully created the visual identities and templates for *This is Hy-Line*, *Choose Monroe*, and *Seattle Southside* (a publication that never came to print due to lack of advertising).

12.2015 – 06.2017

Lead Graphic Designer (Jr. Art Director)

SEVEN DAYS NEWSPAPER | *Burlington, VT*

Lead designer of *BTV* magazine. Successfully executed a re-brand of the magazine's cover and template, including photo treatment, hierarchy and font families. While not an Art Director title, duties were similar to that of a Junior Art Director, such as hiring photographers; assisting in directing a cover shoot; photo sourcing and cover iteration; ad placement; and file preparation.

Worked collaboratively with a team of seven others to accomplish a weekly newspaper, as well as several special publications. This included quality editorial layout with firm, tight deadlines; quick and creative ad design (both digital and print); speedy photo editing and photoshop magic; and solid teamwork to help a friend out when they're in the weeds. On occasion it also included group mind-mapping, illustration, hand-lettering, and a fun food typography project, as well as event signage and sales materials.