

TATUM THORNTON

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EXPERIENCE

U of M School of Public Health, Graphic Designer (remote) 12/2019 - present

- Be attentive to copyright, layouts, data and communication of information, brand evolution, graphics, color, and typography for the user's benefit, which gave better comprehension and feedback of course design.
- Led Graphic Designs Basics workshop to SPH faculty, staff, and students, which increased understanding of how to create accessible and inclusive design as well as provide visibility to the design department.
- Took over as lead designer for multiple projects with tight deadlines which allowed for a streamlined design process and on time delivery.
- Designed 1st visual system for 1st MOOC course launch on an online platform with responsive features.
- Interpreted and designed 30+ PowerPoint presentations per course for 10+ courses and more.
- Led presentation design review for 2022-2023 course launches which allowed for more effective design solutions for future SPH Master's program course launches.
- Presented to and worked cross-functionally with diverse teams of editors, videographers, animators, instructional designers, directors, deans, and professors across the department.

Freelance Designer (remote) 08/2019 - present

- Designed and edited an icon system, guides, handouts, and videos for MBA students' use at the University of Michigan Ross School of Business.
- Conducted consultations and produced content ideas for companies and entrepreneurs looking to build an online presence, tell their story, and evolve their brand strategy on social media.
- Created branding/website design proposal for non-profit focused on writing workshops for minority women.
- Updated and maintained website features and design for SHAUN Foundation for Girls using WordPress and PHP which increased donations and a greater, connected community within the organization.

U of M Auxiliary Marketing, Graphic Design Intern (Ann Arbor, MI) 06/2017 - 08/2019

- Created digital and print ads and branding (digital/social media banners, posters and more) to fit many different client needs, which allowed clear, consistent identities within the University's many departments.
- Communicated, worked individually and collaboratively with teams that included directors, art and creative directors, video editors, motion artists, designers, videographers, photographers, interns, and more.
- Advised incoming interns in design decisions and workflow which helped maintain consistent, on-time project turn arounds and effective solutions.

Creatives of Color, Marketing and Communications Chair (Ann Arbor, MI) 04/2018 - 04/2019

- Maintained engagement with target audience through studying trends, and maintaining consistency which gave the organization a 12% average engagement rate per post.
- Directed organization's advertising, social media pages, and art and branding through establishing a brand voice, logo, merch, and campus presence which gave the organization vast recognition in the first year.
- Clearly communicated to team and community through meetings and social media, which kept everyone connected and engaged and allowed for high level event turnouts.

EDUCATION

University of Michigan (Ann Arbor, MI)

BFA in Art & Design (Concentration in Graphic Design); Minor in Entrepreneurship

Awards/Service: Stamps of Color President and VP 10/16 - 04/19, National Society of Collegiate Scholars, Jean Fairfax Scholarship recipient, Study abroad group nominated for MI Difference Global Impact Award

SKILLS & SOFTWARES

- macOS & Microsoft Windows OS
- Adobe Creative Suite
- Asana, Miro, Slack
- Canva
- DSLR
- Figma
- Final Cut Pro
- Google Suite, Office 365
- Keynote, Microsoft PowerPoint
- Rise 360, Squarespace, Wix, WordPress
- Sketch
- Social media platforms