

Graphic Designer, Illustrator, & Art Director

CARA CLEMENTS

Phone: (678) 972-7004

Email: cara.m.clements@gmail.com

Portfolio: www.CaraMak.com/portfolio

Address: 180 Inverness Shores Dr, Fayetteville, GA 30215

Skills

COMPUTER SKILLS

Microsoft Office Suites; Adobe Creative Suites (Premier, Photoshop, Lightroom, Acrobat, Illustrator, InDesign); Final Cut Pro; Canva; Ability to Learn New Design Software

PRACTICAL SKILLS

Creativity; Attention to Detail; Communication; Interpersonal Skills; Public Speaking; Problem Solving; Leading and Working within a Team; Risk Taking; Organization; Developing Creative Standards; Willingness to Try New Things; Graphic and Visual Sense; Knowledge of Social Trends

PROFESSIONAL SKILLS

Graphic Design; Art Direction; Typography; Design Principles; Idea Generation; Branding; Print Design; Digital Illustration; Website Development; Event Planning; SEO Strategies; Content Marketing; Basic HTML; Photography; Image Editing; Multimedia Content Development

Work Experience

CREATIVE DESIGN INTERN • *La Mer, The Estée Lauder Companies* • *Manhattan, NY* • *Jun 2021 - Aug 2021*

FREELANCE GRAPHIC DESIGNER & ILLUSTRATOR • *Cara Mak Design* • *Atlanta, GA* • *May 2020 - Present*

- Specializing in logo design, branding, website design, editorial design for magazines, type and image-led graphic design, art direction, packaging design, and custom illustration.

EDITORIAL GRAPHIC DESIGN INTERN • *New Face Magazine* • *Los Angeles, CA* • *Apr 2020 - Aug 2020*

- Designed, coordinated, and produced all magazine collateral materials as needed, including print and digital magazine layouts, web and social media graphics, and monthly newsletters.

MEDIA MANAGEMENT & CONTENT CREATION INTERN • *Bumble* • *Atlanta, GA* • *Jan 2020 - May 2020*

- Created original content for marketing via various social platforms (mainly Instagram and Facebook).

CONTENT CREATION & MARKETING SPECIALIST • *Spa Aeon* • *Atlanta, GA* • *Jan 2019 - Aug 2020*

- Created regular graphic, video, and photo content to match the company's aesthetic for all social media platforms.

CONTENT CREATOR & GRAPHIC DESIGNER • *Lizard Thicket* • *Peachtree City, GA* • *Jun 2019 - Oct 2019*

- Created original content for marketing via various social platforms (mainly Instagram and Facebook).

GRAPHIC DESIGN & CONTENT CREATION INTERN • *Bioré Skincare* • *Atlanta, GA* • *Nov 2018 - Jun 2019*

- Responsible for creative design for regional promotional materials, and having a working knowledge of Adobe Creative Suite- primarily InDesign, Photoshop and Premiere.

Education

BA, MEDIA STUDIES • *Emory University* • *Atlanta, GA* • *2018 – 2022*

BA, INTEGRATED VISUAL ARTS • *Emory University* • *Atlanta, GA* • *2018 – 2022*

Current Affiliations

NATIONAL ALLIANCE ON MENTAL ILLNESS • *Mental Health Advocate; Public Speaker; Published Author*

PI BETA PHI SORORITY • *Vice President of Philanthropy & Service; Special Events Chair*

EMORY DIGITAL AMBASSADORS PROGRAM • *Social Media Designer; Content Creator*

MISS AMERICA ORGANIZATION • *“Woman in Design” Scholarship Recipient; Philanthropy Scholarship Recipient*