

CAROL ROSS

ART DIRECTOR / DESIGNER

EDUCATION

BA, History

Utah Valley University

AAS, Graphic Design

Salt Lake Community
College

SKILLS

Team Leadership
Aesthetic Sense
Conceptualization
Creative Thinking
Problem Solving
Environmental Graphics
Displays
Exhibits
Presentations
Proposals
Illustrations
Layout
Branding
Typography
Themes

SOFTWARE

InDesign
Illustrator
Photoshop
Keynote
PowerPoint

INTERESTS

Theme Parks
Theater
Performing Arts
Film
Historical Buildings
Architecture
Set Design
Interior Design
Fashion

ABOUT ME

I'm an art director and graphic designer with big-picture thinking. My passion and expertise are themes and conceptual design. Researching and generating the right look and feel for any project is what I do best. My strong sense of aesthetics translates anywhere from branding and printed materials to exhibits, events or interiors. I produce proposals using photos and roughs to convey my concepts. I oversee and guide the design direction of creative teams to ensure quality and my graphic design strengths are layout, spacing and hierarchy.

EXPERIENCE

Lead Graphic Designer

Salt Lake Community College | Institutional Marketing & Communications |
2009 - Present | Salt Lake City, UT

- Oversee creative services design projects to ensure that they meet the client's and institutional branding objectives and vision
- Conceptualization, design and art direction of high profile projects such as the SLCC Magazine, campus-wide branding and signage, and other large event branding projects such as commencement, the President's Art Show, and the Grand Theatre brand and season posters.
- Keep up-to-date on current and emerging design trends and tools
- Lead monthly design meetings and workshops for the creative team

Graphic Designer / Special Features Editor

Utah Valley University, UVU Review Newspaper | 2007 - 2009 | Orem, UT

- Art-directed the special features section from conceptualization to completion
- Designed the brand for the newspaper, website, and printed materials
- Creative director for unveiling ad campaign to coincide with the institution's status change from college to university and to increase readership

INTERNSHIP

Junior Fellow Intern

Library of Congress, Prints & Photographs Division | Summer 2009 | Washington, D.C.

- Catalogued and archived original artwork collections into an online database
- Assisted curators with research and writing for future collection exhibits
- Selected and showcased original work for a private exhibit held for members of Congress, library staff, and the press at the Thomas Jefferson Building
- Planned appropriate and safe handling of the artifacts for preservation, caption writing and display design

AWARDS

- **Gold Winner**, 2018 National Paragon Awards, National Council for Marketing & Public Relations, Wild Card Category: Environmental Graphics
- **Bronze Winner**, 2016 National Paragon Awards, National Council for Marketing & Public Relations, Magazine Category: SLCC Magazine