

GENEVA ELIZABETH HICKS

genevagraphics.com | instagram: geneva.h | geneva.hicks@gmail.com

EDUCATION

National Geographic Expedition

Studied Digital Photography & Editing
Santa Fe, NM
06/2008

Bachelor of Science in Art

Studied Graphic Design & Photography
Murray State University
Murray, KY
08/2002 - 08/2006

South Oldham High School

Louisville, KY
08/1998 - 05/2002

VOLUNTEER WORK

Creative Resume Giveaway

2012 - present
Service: Pro-Bono Resume Design

Every year, I giveaway my services for a free creative resume design to two deserving individuals.

Green Pine Nine

Louisville, KY
06/2011 - 07/2011
Title: Production Assistant

Louisville Visual Arts Festival

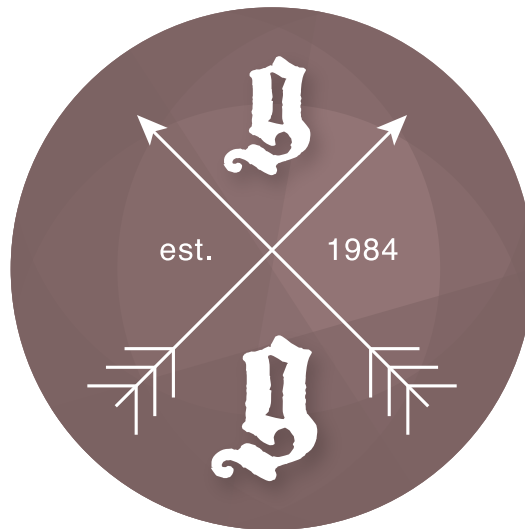
Louisville, KY
05/2009 - 10/2009
Service: Pro-Bono Website Design

SOFTWARE

| | |
|-------------|--------------|
| Illustrator | Dreamweaver |
| InDesign | Pro E |
| Photoshop | Powerpoint |
| Lightroom | Premiere Pro |
| Muse | Word & Excel |
| | Flash |

SKILLS

- Brand Management
- Re-Branding
- Typography
- Photography
- Digital Photo Processing
- Basic Video + Editing
- Social Media
- Marketing
- Copy Editing / Blogging
- Computer Illustration
- Logo Design
- Print Design
- Page & Book Layout
- Front-End Web Design
- Basic HTML + CSS
- Flash Animation
- Package Design



WORK EXPERIENCE

Brinly-Hardy Co. - Jeffersonville, IN

Title: Technical Writer

07/2016 - present

Responsibilities:

Writing and designing product manuals for multiple brands, rendering technical drawings utilizing Pro E as well as assisting with new product development.

Title: Graphic Designer

07/2014 - 07/2016

Responsibilities:

Complete re-brand for a newly acquired product line, print design guru, creative promotions, competitive analysis, exposition booth design, trade show / event planning, photography, social media management, web design and coffee runner.

Creative Bearings - Steamboat Springs, CO

Title: Graphic Designer

12/2013 - 05/2014

Responsibilities:

Web design, print design, screen print design, photography, social media management, fielding incoming calls and walk-ins.

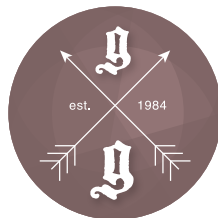
Capture Higher Ed. - Louisville, KY

Title: Web Designer

06/2013 - 01/2014

Responsibilities:

Web design, graphic design, photography, video (shooting + editing), social media & blogging.



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***You may be wondering about my brief stint at a sporting goods store and the relevance it has as a designer and artist...*

Truth is, when the economy tanked, I found myself in a pinch and had to take a job irrelevant to my college degree. It's the real world, I needed to pay the bills and although it was certainly not ideal - I found it very humbling.

I like to view this job as proof that I'm not an overly pompous poodle of a designer that needs her ego stroked. Perk of the job: I got to work with some really fun, down-to-earth guys who were entertaining.

Strategic Marketing Inc. - Louisville, KY

Title: Creative Director

09/2010 - 06/2013

Responsibilities:

Graphic design, new product development, front-end web design & social media management.

Dick's Sporting Goods** - Louisville, KY

Title: Softlines Sales Associate

Louisville, KY

10/2009 - 08/2010

RedTree Photography - Louisville, KY

Title: Office Manager &

Assistant Photographer

06/2008 - 10/2009

Responsibilities:

Shooting & editing photos, assisting with printing & processing of orders in-house, initial point of contact with clients.

Job News, USA - Louisville, KY

Title: Graphic Artist &

Lead Camera-Ready Contact

11/2006 - 11/2008

Responsibilities:

Weekly Deadlines, Ad Design & Book Layouts.