

## Get to Know Me

Below are a few questions I found and decided to answer for you. Some answer who I am as a designer, experiences and my thoughts as it pertains to design. If you have your own questions, lets talk, I'd love to answer them.

### What qualities and skills should a good graphic designer have?

I believe a good designer will always possess an eye for design with extreme attention to detail. They should be naturally creative, open-minded, willing and ready to accept feedback, easy-going, fun with great written and verbal skills. One of the most important is being a good team player. This mean they should be collaborative, always asking questions and seeking answers, looking to problem solve and opportunities to brainstorm.

### How do you work with collaborators like copywriters, developers, and project managers?

Very well to say the least. I know that as a graphic designer, there is no way I could successfully and effectively function without these people. It is a must in any industry to be able to collaborate with people. This is especially true if these people help pull the pieces of the as a graphic designer together.

### What goes in to the final hand-off process?

During the final hand-off process I'm looking for errors, asking questions about final revisions because I always work to submit a project early to leave room for additional improvement or edits. I'm talking to the print shop to see what all they need from me. I'm double checking and triple checking. I'm compiling all the necessary files and assets, looking for the easiest and most convenient way to pass off the final piece of work so that the next person has very little to do.

### How do you incorporate feedback into your designs?

By being very open minded. Though, I do speak up when I feel my design experiences are warranted. A lot of the time, as a graphic designer, I work with people who don't have a design background, so if they want something to look a certain way that goes against principle, I speak up but I am always looking to teach as well as learn and most importantly, make my client happy.

### What's a time you received hard criticism for your work?

Although I had continuously reached out, I was given every piece of information needed to complete the request at the last minute and was still expected to meet the deadline. I did not, unfortunately. I was criticized for my unprofessionalism and work ethic. I took it as a moment to better communicate effectively the processes that goes into designing, expectations, deadlines and creating a steady line of communication.

### Describe your creative process. What are the major steps?

The major steps in my creative process, especially if I am stuck, is browsing creative websites. I like to take time to scroll and get inspired. I like to have all the pieces to the project so that I can map out variating layouts. I then look to incorporate a color palette and make font selections. I try to get a few usable photos together to help create the composition hierarchy.

### What brands do you most admire and how do they influence your work?

I more appreciate the messaging behind some brands, for example: Publix, than anything else. I admire, though, other creative people. I find people that inspire me on Instagram and LinkedIn and get really inspired by their talent. They all influence my work in that I will learn a new skill that they've shown or get introduced to a design style I'd never used.

### How do you meet tough deadlines?

I meet tough deadlines by starting early, ALWAYS. I try to set pre-deadlines ALWAYS. One of my biggest pet peeves is turning things in late. I will work hard to have something done up to a week before its due just to avoid even a day before the deadline.

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### **Talk about a time you completed great work under pressure.**

It was when I worked with someone who didn't have an idea formulated but was ready to see a completed project. I was tasked with working on a fitness trail that was 21 signs long and also had to go through a legal team. The point of contact wanted the project done by a certain month but hadn't started giving me information until the month after. I scheduled meeting after meeting trying to pick her brain but she just couldn't hound in on a single idea or concept. Finally, after weeks of here her describe several ideas and sending me PowerPoint presentations of strictly images, I decided to just started creating things based on what I could gather to help push her in any direction. After doing so, she became very interested in what I had created and wanted to go from there. A lot of times people just need to "see" their words come to life. The project was a success and she and all of those who regularly used the trail were ecstatic about the design and overall look.

### **Talk about your experience working remotely.**

I've worked remotely a short period of time during the start of the COVID-19 pandemic. I must say that I got so much done. I try not to but once I start, I won't even get up to eat. I'm so productive at home. A couple of times, I was able to get through 2 days of work in a matter of 6 hours. It's a different mind zone and I loved it.

### **What's an example of a project where you disagreed with the client's feedback and how did you handle it?**

As long as the client isn't trying to make me work against my degree, the principles of design and the rules that apply, I do what is needed. I haven't found myself disagreeing with a client in way that's relevant. I might disagree about color choices or image use but I won't speak up about those because it's preference. If I feel strongly enough about my preference, I create a second and third option.

### **Let's say someone tells you to design something without any context. What do you do?**

I immediately start asking questions. I open up a line of discussion. I can't do work that I don't understand and can't actualize. I'll try my best to pull something together based on our conversation but communication is key. Even if they don't know, I find that people are more than likely wanting something they saw somewhere else so I'll ask them to send photos for reference or a link to a site that they'd like to take inspiration from.

### **Which pieces are you most proud of from your portfolio and why?**

I'm most proud of all my the pieces in my portfolio because every project I've included was in a fast paced environment with levels, upon levels of chains of command who had to agree for it to be approved. I worked hard on every piece under those conditions and each time I came out with something that I was shocked with. I was stopped by lots of red tape on each but was still able to pull together something my client loved each time. I will say that the Fitness Trail signs took a lot of effort. There was a lot of teeth pulling to get info, a lot of red tape and so much back and forward.

### **Talk about yourself and your last job.**

(American Asset Corporation) I'm incredibly versatile. I soak up information quickly and I seek to understand before beginning a project. I've done freelance work in real estate before but never to this extent. I had to learn so many things in such a short period of time. I was moving quicker than my brain could process, all with a smile on my face, getting to know and learn about my coworkers because there was a lot of collaboration involved. I was creating graphics, maps, putting together demographic data, creating magazine ads and copy, & talking and meeting with brokers to get my job done. We maintained over 10 retail and office parks all with their own website, social media accounts, tenants and more. I was graphic designing for every property using a different style guide each time, corresponding with new people regularly.