



CHRISSY GARRETT

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EDUCATION

BACHELOR OF ARTS IN MEDIA ARTS & DESIGN, INTERACTIVE DESIGN CONCENTRATION, CREATIVE WRITING MINOR

James Madison University

EDUCATION AT A GLANCE:

- Graduated Magna Cum Laude (3.72 GPA)
- Digital design & development
- User experience design
- Critical analysis of digital platforms
- Visual Communication
- Technical & Creative Writing

SELECTED ACHIEVEMENTS

- Original artwork on display at The Baltimore Museum of Art
- LoopNet Advisory Top Performer, March 2023
- Finalist as Lead Designer & Developer in JMU SMAD Advanced Interactive Design Competition
- *The Bluestone*, winner of The Benny Award for Best of Category
- Speaker at JMU's General Education Conference

ADDITIONAL POSITIONS

- Museum Intern, Lisanby Museum & Madison Art Collection
- Copy Editor, *The Bluestone*
- Graphic Design & Publicity Employee, Career & Academic Planning, JMU

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

LoopNet Marketing Advisory, CoStar Group | Sept 2022 - Present

- Works directly with our top-tier domestic and international clients to design digital materials to market their commercial assets for sale
- Designs digital and print materials to market our services
- Earned a leadership role on a special project that focuses on improving the team's writing and design work

GRAPHIC DESIGNER & BRAND STRATEGIST

Rocket Pop Media | Sept 2021 - Sept 2022

- Designed print and digital media for a variety of clients: everything from on-site signage to murals to logos to websites and more
- Wrote marketing material for clients to drive brand messaging, customer communication, and sales
- Created initial brand identity or rebrand identity to achieve client's goals and accurately showcase their story

DIRECTOR OF DESIGN & CONTENT STRATEGY

Digital Minerva | May 2019 - Sept 2021

- Oversaw & managed the design of all websites, digital & print materials for a variety of clients
- Managed all content projects: audits web content, & ensures that all content drives the client's brand forward
- Met with clients to determine their needs & how best to tell their story in the final product
- Worked to achieve brand cohesion between design & content
- Developed sites using WordPress, HTML, and CSS

CO-EDITOR-IN-CHIEF

The Bluestone, JMU | May 2019 - May 2020

- Responsible for all content in this 385-page publication
- Restructured the book & editorial board for improvements in efficiency & engagement with the student body
- Managed editorial board & staff members (a total of 25 employees)
- Previously, as Copy Editor for 2 years, I brought a new level of organization & systemization to the copy editing & writing process