

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 & UX design
- Front-end development
- Critical analysis of digital platforms
- Visual communication
- Technical & creative writing

SELECTED ACHIEVEMENTS

- LoopNet Advisory Top Performer, March 2023 & January 2024
- Original artwork on display at The Baltimore Museum of Art
- 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 II

LoopNet Marketing Advisory, CoStar Group | Sept 2022 - Present

- Works with our top-tier domestic and international clients to design digital materials to market clients' commercial assets
- Designs digital and print materials to market our services
- Accepted into, and graduated from the selective company-wide Emerging Leaders Program
- Assists the international Product Department on various UX projects
- Selected for a leadership project to improve the team's writing and design
- Leads a special project to analyze performance data for our digital ads, and present findings and potential improvements to the team

GRAPHIC DESIGNER & BRAND STRATEGIST

Rocket Pop Media | Sept 2021 - Sept 2022

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

DIRECTOR OF DESIGN & CONTENT STRATEGY

Digital Minerva | May 2019 - Sept 2021

- Oversaw and managed the design of all websites, digital, and print materials for a variety of clients
- Managed all content projects: audited web content, edited and wrote content to ensure excellent communication and brand cohesion
- Met with clients to determine their needs and find solutions
- Ensured brand cohesion between design and content for all projects
- 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 and editorial board for improvements in efficiency and engagement with the student body
- Managed editorial board and staff members, a total of 25 employees
- Previously, as the Copy Editor for 2 years, I brought a new level of organization and systemization to the copy editing and writing process