

Sirena Barrell

SUMMARY

I'm a deadline-oriented graphic designer focused on overseeing all phases of projects. Successful at creating brand cohesion, strategies, and key graphic productions. Resourceful and hardworking with a can-do attitude.

EXPERIENCE

GRAPHIC DESIGNER, DESIGNER SHOE WAREHOUSE; CINCINNATI, OH | REMOTE — 2022-PRESENT

Site focused graphic designer, working on building site experience to convert sales

STORE SYSTEMS INTEGRATOR, WHOLE FOODS MARKET; CINCINNATI, OH — 2017-2022

IT support, new tech integration, onsite marketing signage specialist, food safety auditor

FREELANCE DESIGNER, SELF-EMPLOYED; CINCINNATI, OH — 2017-2018

Brand identity and web design and development.

LEAD GRAPHIC DESIGNER, ZOOZLER; CINCINNATI, OH — 2015-2017

Overseeing a small team of developers and designers for ideation to production. Video and photo editing for a variety of different industries - commercial, retail, restaurant. Designed logos, websites, graphics, apps, UX/UI wireframes, and additional materials.

AFFILIATE CHALLENGE MASTER (ARTS), DESTINATION IMAGINATION; INDIANAPOLIS, IN — 2008-2019

Event site management and organization. Teaching, training, and team building with K-12 students through unique challenges in fields of science, math, technical, fine arts, and community outreach.

EXECUTIVE PRODUCER, TITAN PRODUCTIONS; SOUTH BEND, IN — 2013-2015

Organized campus-wide events, graphic design, marketing strategies for student body demographics. Worked with a variety of departments to host events from academic to holiday themed dances. Budgeted and planned school year expenses for events through fiscal year.

EDUCATION

Indiana University; South Bend, IN — BFA New Media Graphic Design, 2015

Indiana University; South Bend, IN — National Residence Hall Honorary, 2013-2014

Indiana University; South Bend, IN — Dean's List Award, 2011-2015

SKILLS

- Proficient in Adobe Creative Cloud (Illustrator, Photoshop, Indesign, After Effects, Premiere)
- UX/UI design
- Videography | Photography
- Friendly | Great communication skills
- Client management
- Familiar with WordPress, HTML, CSS, Wix, Squarespace
- Problem-solving | Troubleshooting
- Creative
- Adaptable | Quick thinker