



carolinaebell.com  
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336-263-7149  
designer  
letterer  
artist

Drexel University  
Graphic Design, BS

## strengths

Digital Hand Lettering  
Visual Identity  
Color  
Branding  
Typography

## skills

Illustration  
Customer Service  
Printmaking  
Merchandising  
Social Media

## software

Procreate  
Illustrator  
InDesign  
Photoshop

## experiece

Self Employed, Online Print Shop Owner  
2020 –

- Time management
- Self motivation
- Customer Service
- Search Engine Optimization
- Multiple repeat customers
- Social media

Freelance Designer

2020 –

- Produce commissioned projects for clients
- Collaboration
- Use mood boards as means of collaboration with clients
  - Collect images and ideas
  - Make ideas clear for non-designers to understand

Levi Strauss & Co. Supervisor. Mebane, NC

July 2019 – October 2023

- Merchandising – Strengthened by my design and art experience
  - Ability to quickly notice when small things are wrong visually and need fixed
  - Used visual hierarchy, color theory, and other skills to successfully merchandise new products
- Organization and attention-to-detail
- Leadership responsibilities
- Customer Service

The Welcoming Center. Comms Intern. Philadelphia, PA

October 2017 – March 2018

- Designed new collateral based on existing marketing materials
- Updated their assets e.g. vectorized their existing logos
- Created Annual Report
  - Collaborated with other members of the Communications team to determine what information was needed and how to incorporate existing design elements
  - Worked independently to design the pamphlet
  - Integrated additional information when needed