



AVERY CLUFF DESIGN

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WORK EXPERIENCE

Graphic Design Specialist 05/2022 – Current
Arizona State University, ASU Family Programs and
New Student Experience Office - Tempe, AZ.

Conceptualized and designed a wide range of graphic materials, including t-shirts, signage, website, social media posts, email promotions, posters, and more to fulfill the center's diverse needs.

Developed print/digital content for large-scale projects and events, including Welcome Week (17,000+ incoming students) and Family Weekend (10,000+ guests).

Conducted research and analyzed data to inform and optimize design decisions.

Designed targeted designs for diverse audiences, of all ages and even designed multilingual content for non-English speakers.

**Creative Multimedia Design and
Marketing Intern** 05/2024 – 07/2024

Arizona Wholesale Growers and Happy Valley Plants
- Phoenix, AZ.

Conceptualized, created, designed, and managed campaigns across a variety of marketing projects

Improved e-commerce site sales by designing and creating body copy for email marketing, Google Ads campaigns, Shopify site, and social media posts.

Participated in strategic meetings with company leaders to align designs with business goals.

Started up the Google Merchant Center and created product listings, improving e-commerce sales.

Social Media Coordinator 12/2022 – 10/2023
Jill Brittle Family Law Group - Beaverton OR.

Designed engaging social media posts conveying the law firm's messages and objectives, driving increased user engagement and awareness.

Created a cohesive branding identity used across social media presence.

EDUCATION

**Bachelor of Science in Design
in Graphic Design,
Minor in Marketing and
Sale Essentials** 08/2021 – 05/2025

Arizona State University - Tempe, AZ.
Sum Cum Laude

SKILLS

Adobe Illustrator	Figma Software
Adobe InDesign	Word Press
Adobe Photoshop	HTML & CSS
Adobe After Effects	Mail Chimp
Adobe Preimer Pro	Google Analytics

AWARDS

**Design Campaign Winner for MLK
Celebration Committee** 02/2024

Martin Luther King, Jr. Celebration
Committee at Arizona State University

Collaborated in a team of 6, competing against 13 other teams, to design the winning campaign, including both the year's theme, messaging, brand, and supporting collateral.

Worked with my team and committee throughout 2024, launching in January 2025, and reaching 70,000+ students across Arizona.

PSAid People's Choice Award 04/2024
USAID Center for International
Disaster Information

Voted winner in the National "Cash is Best"
Design Competition (Static Image Category.)

Design Excellence Award 05/2023
Arizona State University, Design School.

Awarded by my professors for outstanding design work during the Spring 2023 semester.