

ANDY MERRELL

GRAPHIC DESIGNER

CONTACT

 865.279.5260
 designs@andymerrell.com
 Jefferson City, TN 37760
 andymerrell.com

PROFILE

A graphic designer with over 9 years of professional experience. An expert in managing the full design process from initial concepts to final vision for print and digital. Highly skilled in the Adobe Suite (Photoshop, Illustrator, InDesign) with a proven track record of increasing brand recognition and business engagement for clients through effective visual communication. A quick learner who can excel at many roles and is eager to continue to develop new skill sets.

EDUCATION

BA IN ART / GRAPHIC DESIGN

Carson-Newman University | 2016

SKILLS

TECHNICAL

Typography
Logo Design
Branding
Layout
Prepress
Print Production
Photo Editing

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Microsoft Word / PowerPoint
Figma
Framer

WORKING KNOWLEDGE

HTML/CSS
Video Editing (Adobe Premier)
Motion Graphics (Adobe After Effects)

WORK EXPERIENCE

GRAPHIC DESIGNER / SALES

Morristown Signs, Inc. | 2017–Present

Oversee the full scope of print production from initial concept to design and final print.

- Collaborate directly with clients and businesses to present design concepts, define project scopes, and advise on optimal production materials.
- Translate client brand guidelines into large-scale environmental graphics, ensuring strict visual consistency across mediums.
- Increase brand recognition and boost business success by up to 50% for clients through effective visual communication and design.
- Apply design principles for branding in a variety of differently industries such of healthcare, schools and universities, manufacturing and more.
- Create visually compelling logos, layouts, and images across a variety of print mediums including vehicle graphics and wraps, large format signs, banners, posters, stickers, etc.
- Design digital mock-ups and proofs to best communicate and visualize the products for feedback and further refining until final approval.
- Manage a high-volume design pipeline, balancing 10+ active, time-sensitive projects simultaneously while meeting strict deadlines.
- Optimize files during pre-press for quality assurance items like correct color profiles, resolution scales and font embedding.
- Collaborate with multiple teams to ensure smooth workflow and consistent output in a fast-paced environment.
- Standardize design templates for recurring client projects, cutting layout creation time by 20% and maintaining brand integrity.
- Adapt to changing workflow and new software as needed to increase output.