




# ANDY MERRELL

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## GRAPHIC DESIGNER

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### CONTACT

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

### PROFILE

A graphic designer with over 9 years of experience, primarily in the sign and print production industry. 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.

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### 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 sign production from estimating orders and making sales to design and final print production.

- Communicate directly with clients to help narrow down what they are looking for and provide the best options for their needs.
- Discuss design concepts with clients based on their current ideas or branding.
- Work within brand guidelines when needed to maintain brand consistency.
- Increase brand recognition and boost business success by 50% for clients through effective visual communication and design.
- Create visually compelling logos, layouts, and images across a variety of print mediums including vehicle graphics and wraps, large format signs, banners, posters, stickers and more.
- Design digital mock-ups and proofs to best communicate and visualize the products for feedback and further refining until final approval.
- Keep track of multiple projects in various stages of process simultaneously with varying deadlines.
- Manage end-to-end print production by consolidating files during prepress to ensure accurate colors and material specifications.
- Create solutions to production issues by collaborating with other team members.
- Increase production efficiency by exploring better options for pipeline with production and fabrication team.
- Develop systems to manage time and streamline production through experience from 1,000s of completed projects of varying sizes.
- Adapt to changing workflow and new software as needed to increase output.