



EVAN ALLEY

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Online Portfolio: evanalleydesign.com

EDUCATION

University of Georgia
Athens, GA / 2013-2017

- **Bachelor of Arts in Journalism**
Major: Advertising
- **Bachelor of Fine Arts**
Major: Studio Art
- **Cumulative GPA: 3.72/4.00**
Dean's List: 2013-2017
- Study Abroad Program in Cortona, Italy: *Summer 2016*

Kennesaw State University
Kennesaw, GA / 2024

- **Front-End Web Development Certificate**

SKILLS

- **Graphic Design:**
Adobe Illustrator, Photoshop, Indesign, Lightroom, Acrobat, Keynote
- **Web Design:**
HTML, CSS, Java Script, Wordpress, Elementor
- **Studio Art:**
Photography, Drawing, Painting, Illustration

AWARDS

Eagle Scout Award
Troop 143 / Awarded 2013

RELEVANT EXPERIENCE

Graphic Designer

2023 - Present

Kennesaw State University / Kennesaw, GA

- Develop concepts and final designs for a variety of print and digital projects for partners including branding assets, marketing collateral, digital banners, social media graphics, and more.
- Design high-visibility projects including the KSU magazine, Foundation Annual Report, and university marketing campaigns.
- Collaborate with a team of designers during brainstorm sessions and creative reviews.
- Manage the production and maintenance of the university logo system and standards.
- Multitask 10+ projects while continuing to meet deadlines and accounting for multiple stages of proofing, approval, and production time.

Web Designer

2023 - Present

Ritchey Creative / Remote

- Conceptualize and execute engaging website design for a variety of clients.
- Utilize custom HTML and CSS to create custom interfaces depending on the client's specific needs.
- Execute routine website updates and maintenance in a timely manner.

Lead Designer

2021 - 2023

Signs and More Inc. / Cartersville, GA

- Design advertisements, vehicle wraps, trade show materials and various signage from concept to completion.
- Create logos for businesses without pre-existing branding.
- Generate detailed specs for final designs and manufacturing.
- Communicate with a wide array of clients while providing excellent customer service throughout the design process.

Graphic Designer

2020 - 2021

Connect Ministries / Remote

- Design print and digital projects for Connect Camps including marketing materials, camp signage, print materials, social media graphics, website graphics, and other relevant materials.
- Create and develop visual brand standards.
- Collaborate with the marketing team to create an engaging and cohesive brand.

Digital Marketing Apprentice

2018 - 2020

Connect Ministries / Watkinsville, GA

- Redesign the Connect Ministries website to better align with brand standards and increase lead generation for potential church partners.
- Design print and digital marketing collateral including lead-generating content, social media graphics, website assets, brochures, and sales presentations for WinShape Camps and Connect Ministries.
- Execute digital marketing campaigns to achieve the goal of 36 new church partners in 2019, a 200% increase from the previous year; and increase website traffic by 150%.