



Lacey Morrell

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Laceymorrell.me

Education

Georgia State University
BFA, Graphic Design

Achievements

Graphic Design Club
Vice President, 2017 - 2018
Public Relations, 2017 - 2018
Club Member, 2015 - 2016

Deans List
2016 - 2018

Skills

Illustrator
InDesign
After Effects
Premier Pro
Microsoft
Power Point
Social Media Marketing
Content Creation
Communications

Experience

Social Network MD | October 2019 - Present

Jr. Graphic Designer

Creating wholesale brochures, other printed marketing materials such as flyers, business cards, taking product photography, creating google display ads, simple website layouts, updating existing Wordpress content and images, creating motion graphics for social media, developing PowerPoint and Keynote templates, and creating logo and branding.

Oasis Surgical Assistants | March 2018 - Present

Graphic Designer and Social Media Manager

Developing and incorporating brand identity through company communication tools, advertisements, social media marketing, and merchandising material. Creating software design for invoicing system. Refined logo and revised letterhead.

Georgia State University | June 2016 - May 2018

Graphic Designer

Designed informational and promotional material under the Student Recreation Center for Atlanta and Perimeter campuses. Material included posters, LCD advertisements, LCD animations, social media posts, brochures, pamphlets, cards, and wall graphics.

Creative Conversations | March 2018

Event Coordinator and Manager

Organized venue location and catering. Assisted in venue preparation for speakers and students. Managed advertising and marketing for promoting speakers and events across different social media platforms.

Clients

My Freedom Services | August 2017 - December 2017

Art director and Graphic Designer

Collaborated with six designers to build a brand identity. Created graphic elements, communication tools, content for pitch decks and company collateral. Established art direction, and assisted in project management. Compiled and consolidated team process to create process book.

Bocchi | December 2017 - January 2018

Graphic Designer

Collaborated with two designers to develop and design 200+ social media posts highlighting products and events. Created a mixture of static and animated posts.

Georgia State University | January 2017 - June 2017

Graphic Designer

Collaborated with a team of ten designers. Proposed multiple creative visual directions for a potential launch campaign. Designed and developed advertisements, merchandise, and promotional material for Georgia State University's College of the Arts.

Georgia Music Hall of Fame | March 2016 - June 2016

Graphic Designer

Worked with a team of five designers to develop logo variations. Developed and designed website wire frames and WordPress design.