

COURTNEY CONRAD



Graphic Designer
courtneyconrad.com
courtney.conrad.design@gmail.com
308-249-4409

A gathering graphic designer; that's who I am. I gather information, concepts, ideas, materials, typefaces, layouts, and colors in order to create my unique designs. Gathering information from books, articles, and pictures, reinforces my concepts for a project. Inspiration is everywhere. I find inspiration in textures, patterns, and illustrations. I test everything while experimenting within the project to find the perfect visual solution. Each element gathered plays an important role in order for my project to be successful as a finished piece.

■ Areas of Expertise

- Project Management
- Conceptual Design
- Screen Print Design
- Embroidery Design
- Packaging Design
- Print Production
- Collateral Design
- Photography Retouching
- Interactive Design
- Motion Graphics
- Digital Design
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe AfterEffects
- Adobe Flash
- HTML/CSS
- Macintosh Operating System
- Windows Operating System
- Four Winds Interactive

■ Experience

- **2024: Freelance Graphic Designer, WeTeachThink, Human from Day One, Lincoln, NE.**
 - Designed ad aligning with company's brand for their conference to showcase how their marketing can induce thinking and create an internal dialog within the viewer.
- **2024: Freelance Graphic Designer, Garb Inc., Denver, CO.**
 - Created screen print designs for youth garments for 4th of July promotional flyer.
- **2023-2024: Graphic Designer, L2 Brands League/Legacy/Ouray Sportswear/Locale Outdoors, Hanover, PA.**
 - Managed lookbook division of the partnership of L2 Brands League, Legacy, Ouray Sportswear and Locale Outdoors.
 - Collaborated with reps to create stock and custom designs specific to customers brands with League, Legacy, Ouray Sportswear and Locale Outdoors products.
- **2017-2023: Creative Artist, Ouray Sportswear, Englewood, CO.**
 - Managed the design division of the partnership of Ouray Sportswear and Locale Outdoors. Collaborated with reps to create custom designs specific to customers brands with Locale products.
 - Corresponded with managers and other departments as newly appointed Creative Artist Trainer to develop training program to streamline processes, create efficiencies and reach company goals.
 - Developed screen-printing and embroidery skills for designing garments and accessories for men, women, and youth.
 - Collaborated with creative artists, production artists, reps, and customers to develop and produce designs aligning with customers vision, wants and needs.
 - Created screen print and embroidery designs for garments and headwear for resort, corporate, golf and college divisions.
 - Improved customer loyalty with reps through collaboration, positive interactions, and fast response.
- **2022-2024: Freelance Graphic Designer, Paul's Puttering, Sidney, NE.**
 - Collaborated with customer for custom logo and business card design for local start-up company establishing greater first impression of the business.
- **2017-2019: Pro-Bono Ambassador/Graphic Designer, Presenting Denver, Denver, CO.**
 - Worked with Presenting Denver team to support the art of dance through marketing materials.
 - Developed and designed ads, posters and programs focusing on and promoting the 2018 Presenting Denver Dance Festival.
 - Increased awareness and attendance for the 2018 Presenting Denver Dance Festival and Presenting Denver organization.
- **2018: Freelance Graphic Designer, Bataki's Cosmic All-Purpose Seasoning**
 - Collaborated with customer for seasoning label design based on their product, vision and needs.
 - Developed design for seasoning label satisfying customer.
- **2012-2017 Graphic Designer, Steel Images, Inc., Centennial, CO.**
 - Managed design team with many responsibilities in a fast-paced company while encouraging a fun and positive environment.
 - Collaborated with marketing team to produce successful corporate reputation and branding for trade shows, increasing brand recognition and foot traffic.

- Provided the highest quality customer service through collaboration, industry knowledge, attention to detail and experience to create custom recycled steel awards, medals, and gift art delivering the highest quality of work leading to increased repeat customers.
- Designed and produced custom art for clients based on individual needs, budget, timeline, and vision exceeding customer expectations.
- Developed new product lines resulting in increased sales in awards and gift market.
- Ensured customer satisfaction through professional collaboration, positive interactions and digital design, improving customer loyalty.

■ **2016: Freelance Graphic Designer, Open Arms Christian Preschool**

- Researched Christian preschool and listened to committee members' wants and needs for a new logo.
- Constructed logo for new branding satisfying committee members.

■ **2013-2021: Freelance Graphic Designer, Wedding Print Material**

- Discussed design elements for weddings in order to have a clear understanding of client's vision and needs.
- Fashioned personal monogram for bride and groom.
- Crafted and constructed unique wedding announcements, invitations, programs, and favors using custom textile design elements.

■ **2015: Freelance Graphic Designer, Catholic Sports, Denver, CO.**

- Handcrafted original T-shirt artwork to include Nicaragua's national flower along with company branding for annual mission trip.

■ **2012: Freelance Graphic Designer, Cruise 'n' Class Car Club, Sidney, NE.**

- Developed designs upon club members' vision for custom T-shirt honoring the past of downtown Sidney, NE.
- Researched and learned screen-printing process and produced artwork for custom car show T-shirt resulting in highly satisfied members.

■ **2010-2012: Freelance Graphic Designer, Uncontrollably Witty Improv Club, University of Wyoming, Laramie, WY.**

- Increased awareness and attendance of improv group and shows by creating enticing logos and posters.

■ **2010-2011: Graphic Design Intern, Wyoming Student Union, University of Wyoming, Laramie, WY.**

- Learned content management system for displaying digital information within the student union.
- Consulted with organizations to produce digital ads for content management system increasing awareness of programs, organizations, and events.

■ **Workshops**

■ **2012: The Review, Integer Ad Agency, Denver, CO.**

- Met with creative professionals who reviewed portfolio and gave feedback in order to help create a successful presentation of work and talent.

■ **2010: The Brief Graphic Design Competition, City Hall Amphitheater, Denver, CO.**

- Brainstormed and collaborated with design students from other schools to create a design solution for local business.

■ **Exhibitions**

■ **2012: Senior Design Show, University of Wyoming Visual Arts, Laramie, WY.**

■ **2011: Art Directors Club Denver Annual Student Exhibition, Mayan Theatre, Denver, CO.**

■ **2011: 36th Annual Juried Student Exhibition, University of Wyoming, Laramie, WY.**

■ **2010: 3rd Place, Shepard Symposium on Social Justice Annual Poster Exhibition, University of Wyoming, Laramie, WY.**

■ **2010: Salon de Refuse Exhibition, UP Gallery, University of Wyoming, Laramie, WY.**

■ **2009: David Carson Eminent-Artist-in-Residence Exhibition, Gallery 211, Laramie, WY.**

■ **2009: Art Directors Club Denver Annual Student Exhibition, Rocky Mountain College of Art and Design, Denver, CO.**

■ **Education**

■ **2011: Bachelor of Arts, Graphic Design, University of Wyoming, Laramie, WY.**

■ **2011: Entrepreneurship Minor, University of Wyoming, Laramie, WY.**