

# Caroline South

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U.S Citizen

## PROFILE

Designer with over thirteen years of design experience including branding design, environmental design, web design, campaign advertisements, while building my skills in user experience, data, and accessibility. Currently studying for a in Master of Science in Industrial and Human Factors Engineering.

## SKILLS

Logo Design - Visual Storytelling - Adobe Creative Suite- Print Production - Layout - Typography - Design - Web design - CSS - HTML - Responsive Design - Square Space - Color Theory - Working with cross-functional teams - Illustration - Microsoft Office Suite - Wrike Project Management - Attentive - Bluecore - Bloomreach - Managing Multiple Projects

## EDUCATION

**Master of Science in Industrial and Human Factors Engineering (MSIHE) — 2024 - 2027**

Wright State University, Dayton, OH

**Bachelor of Fine Arts (BFA), Dayton, OH**

Wright State University, Dayton, OH

**Associate of Applied Science in Visual Communications (A.A.S.)**

Sinclair Community College, Dayton, OH - Accredited by the National Association of Schools of Art and Design (NASAD)

## EXPERIENCE

**Senior Graphic Designer, Morris Furniture Company, Fairborn, OH — 2020 - Present**

**Graphic Designer, Morris Furniture Company, Fairborn, OH — 2016 - 2020**

**Graphic Design Intern, Morris Furniture Company, Fairborn, OH — 2015 - 2016**

- Led the transition from Bluecore and Attentive to Bloomreach, saving the company \$90,000 annually and enhancing customer data management.
- Boosted annual email volume from 14 million in 2021 to 20 million in 2022 by implementing personalized trigger emails.
- Researched and deployed the Attentive SMS platform, including developing sign-up call-to-actions and in-store QR code marketing materials.
- Revamped company retail site (mylocalhomestore), driving traffic growth from 150,000 in 2019 to 1 million in 2021, resulting in a 567% visitor increase.
- Enhanced user experience through HTML and CSS for mylocalhomestore.com and morrisathome.com.
- Led the redesign and migration of morrisathome.com from Furniture Dealer to Blueport, improving functionality and user engagement.
- Utilized Wrike for project management, developing internal workflows to streamline design processes.
- Designed impactful sales campaigns and maintained brand cohesion across emails, website design, digital advertisements, signage, newspaper inserts, brand copy, and logos for Ashley, Morris Home, and The Better Sleep Shop.
- Collaborated with cross-functional teams, including printing, media agencies, and internal departments, to execute comprehensive marketing strategies.
- Led the creation and scheduling of social media campaigns, enhancing online presence and engagement.
- Managed and designed content for mylocalhomestore.com.
- Produced marketing materials for both online and print media, contributing to effective advertising campaigns.

**Graphic Designer, Cozy Craft Studios, Dayton, OH — 2024 - Present**

- Collaborated with the owner and fellow designer to create a comprehensive branding strategy for the business launch.
- Developed a new logo, patterns, color schemes, design elements, and marketing materials, including banners and business cards.

- Created engaging marketing materials to support the business launch, enhancing visibility and brand recognition.
- Provided design expertise and creative solutions to effectively communicate the brand's message and values.

**Graphic Designer, Yellow Springs Community Children's Center, Yellow Springs, OH — 2020**

- Designed mockups and rebranding concepts for the non-profit organization's logo, contributing to a refreshed visual identity.

**VOLUNTEER WORK**

**Graphic Designer, Tejas and K12, Dayton, OH — 2013 - 2014**

- Created marketing material with non-profit and collaborated with fellow graphic designers on multiple projects which include designing new logo, brand brochure, calendar, and construction plans to promote brand redevelopment.