

ellyn.

ellyn minnick | *graphic designer*

630.621.2369 • ellynminnick@gmail.com • ellynminnick.com

work experience

coola suncare | *san diego, ca*
design director, october 2020–present

developed breakthrough designs that land a strategy, move people, and reimagine what a suncare brand can be. concept and execute integrated campaigns that work across multiple touchpoints, from traditional to digital. work collaboratively with cross-functional teams to ensure consistent storytelling across all channels.

senior designer, september 2019–october 2020
shaped the coola and bare republic brands to be stronger and more relevant to the present and future. oversaw and facilitated a number of projects in both the print and digital realms while guiding younger designers. quickly and efficiently generated smart design solutions that were consistent within brand and creative standards.

kaleidoscope design | *chicago, il*
senior designer, april 2019–august 2019
played an essential role in strategy, conception and design of ideas and concepts, bringing creative thought and high-quality craft output. mentored designers while developing and delivering projects from brief to end user.
clients include: folgers, dunkin, wrigley

designer, may 2017–april 2019
contributed design thinking for complex brands and managed high-level projects rooted in strategy. led client presentations and gained further knowledge of production and real-world printing capabilities and techniques.

forth chicago | *chicago, il*
in-house designer, november 2017–august 2019
managed day-to-day design and social media for a community of creative women entrepreneurs. most importantly, ideated, conceived and executed a full rebrand for the organization.

coho creative | *cincinnati, oh*
designer, october 2014–april 2017
completed branding and packaging projects for a variety of clients from ideation to production. continued to develop an understanding of design strategy as it pertains to real-life clients.
clients include: huggies, meijer

work experience (continued)

mcdonald's corporation | *oakbrook, il*
graphic design intern, summer / winter 2013
worked with the retail and interiors department of the us restaurant design team to develop new graphic concepts for restaurant interiors.

education

miami university | *oxford, oh*
bfa in graphic design, spring 2014
minor in marketing

technical skills

mastered illustrator, photoshop, indesign, final cut pro
proficient in after effects, flash, wordpress

related experience

alpha delta pi, eta epsilon chapter | *oxford, oh*
product designer, 2013–2014
designed and executed various sorority apparel, products, and social media for the chapter.

recruitment committee chair, 2012–2013
produced and edited a promotional video to create brand awareness during the week of member recruitment.

highwire brand studio | *oxford, oh*
associate designer, fall 2013
developed a branding and promotional campaign in an interdisciplinary environment to address real-world business opportunities and challenges identified by the client, speedway llc.

pano, an interdisciplinary firm | *oxford, oh*
associate designer, spring 2013
created and branded a mini interdisciplinary firm with architecture and interior design students and contributed to the aspects of a full-service restaurant specializing in fresh and locally grown cuisine.

references available upon request.

highly organized • quick learner • detail oriented • optimistic