

CAROLYN RIDELLA

ART DIRECTION + GRAPHIC DESIGN

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EXPERIENCE

Clearline Zine

Creative Director + Graphic Designer | April 2019 - Present

Co-producing and creating an annual zine that discusses, educates, and creates an open space about sustainable fashion. Designing the page layout for each zine, brainstorming a yearly theme, and managing the Clearline Zine Instagram - which includes designing graphics and curating content.

U.S. Soccer Federation

Graphic Design Associate | September 2019 - October 2020

Created graphics for all the departments within the U.S. Soccer Federation based on their design needs. Work included social graphics, live game graphics, layout designs, stadium designs, banners, and other graphics to help communicate U.S. Soccer related information.

Techstars Detroit

Graphic Design Associate | July 2019 - October 2019

Consulted with 10 start-ups and Techstars Detroit on their individual design needs. These tasks included: creating logos, designing websites and info-graphics, brainstorming social content, and laying out deck presentations.

VIM Magazine

Art Team Member | October 2016 - May 2018

Designed and created layouts for Michigan State University's fashion magazine, contributing to 3 bi-yearly issues. Created event graphics published on their social media.

Out of the Box

Designer | August 2016 - December 2017

Accepted into Michigan State University's College of Communication of Arts and Sciences street team to create branding materials for nonprofits. Work included website design, video content, new logos, and printed materials.

Crain's Detroit Business

Custom Content Intern | June - August 2017

Organized, wrote, and designed the article "100 Cool Places to Work in Michigan" that was published as the *Crain's Detroit Business* cover story for the October 2017 issue. Interviewed Michigan CEOs for sub-articles about their workplaces.

Attended project and sales meetings, analyzing different campaign strategies for the internal brand.

Gold Star Mortgage Financial Group

Marketing Intern | May - August 2017

Rebranded over 20 flyers and business card templates used by Gold Star loan officers across the country. Designed custom postcards, business cards, and banners. Created new employee orientation PowerPoint. Took on responsibility of training new marketing hire.

ArtOps

Marketing & Outreach Intern | May 2016 - April 2017

Managed social media platforms for Great Lakes Chamber Music Festival resulting in an increase in activity by 50%. Designed and distributed event flyers and program note booklets. Assisted in event operations by selling tickets, guiding musicians, and interacting with festival attendees.

EDUCATION

Michigan State University

BA, Creative Advertising
Minor, Graphic Design
2014 - 2018

SKILLS

Adobe Creative Suite
Event Planning
Illustration
Keynote
Layout Design
PowerPoint
Photography
Social Media
Video Creation + Editing
Web Design

AWARDS

American Advertising Federation & Mid-Michigan Creative Alliance

Gold ADDY Award 2017
Bronze ADDY Award 2017

FREELANCE CLIENTS

Mapping Justice for Detroit

August 2019 - Present

U.S. Soccer Federation

November - December 2020

Robert J. Kolasa, Ltd.

May - December 2020

Alice in Yogaland

August - September 2019

MoGo Detroit

April - July 2019

Salt Textile Studios

February - March 2019