

Logan Palmer • Graphic Designer

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Data and research driven Graphic Designer with over three years in house experience with various marketing teams, and an additional education in UX and Psychology. I am passionate about creating impactful and accessible print and digital experiences. Adept at managing complex projects from concept to completion, collaborating with diverse teams, and maintaining high standards of quality.

Experience

Graphic Design and Marketing, toXcel • Gainesville, Virginia • *October 2024 - Present*

- Contribute to a large-scale state transportation project by redesigning and updating technical graphics for compliance with state-specific regulations.
- Assist the engineering and Behavioral Science Team's by designing digital and print marketing materials in Adobe Illustrator and InDesign for their clients.
- Update branding materials such as logos, powerpoints, letterheads, merchandise, and more.

Drone Videographer & Graphic Designer, Logan Palmer Portfolio • Freelance • *May 2024 - Present*

- Capture Drone videography, and edited promotional videos for businesses to increase brand awareness, website traffic, product sales, and customer engagement.
- Design logos, prints, package designs, content creation, advertisements, and photography for various businesses around the bay area.
- Manage multiple projects simultaneously, ensuring timely delivery and client satisfaction.

Graphic Designer, Dominican University of California • Marketing • San Rafael, CA • *February 2023 - October 2024*

- Created print and digital assets for university-wide marketing initiatives, ensuring brand consistency and high-quality standards. Applications include Adobe InDesign, Illustrator, Photoshop, and Powerpoint.
- Led UX projects, including updating the website's homepage to enhance user experience and align with branding using Figma.
- Designed advertisements for print, web, social media, direct mail, and email marketing, contributing to increased student admissions using Adobe InDesign, Illustrator, Photoshop, Premiere Pro, and Lightroom.
- Collaborated with print vendors to produce marketing materials such as books, magazines, flyers, banners, and print advertisements.

Graphic Designer, Doing Good Works • Promotional Branding • Irvine, CA • *September 2022 - January 2023*

- Designed slide decks and presentations in Adobe InDesign and Canva that aided the customer relation team to convert leads to sales.
- Created branded merchandise mockups in Illustrator adhering to client's branding and style guides.
- Developed compelling digital and print materials, enhancing the effectiveness of the sales and marketing teams.

Bartender, Bear Moon Bar and Grill • South Lake Tahoe, CA • *May 2021 - May 2022*

- Created craft cocktails and recommended new drinks to customers to ensure their satisfaction, converting guests to long time patrons.
- Trained new opening bartenders and bar backs on job duties and POS systems, and ensured a positive work environment
- Showcased my eagerness to learn new skills by picking up line cook and server shifts when other departments needed assistance

Production Assistant & Graphic Designer, Hello Humans Co • Podcasts • Fairfax, CA • *May 2019 - September 2019*

- Edited podcast episodes in Adobe Audition and Premiere Pro, improving listener retention by condensing long interviews.
- Built social media post templates in Illustrator increasing efficiency in content sharing.

- Managed a team of interns using project management tools like Asana to create the company's style guide, ensuring brand consistency.

Education

Dominican University of California • San Rafael, CA

- Bachelor of Arts in Graphic Design (May 2020)
- Bachelor of Arts in Psychology (May 2021)
- Activities: Torch Leadership Program

UC Berkeley Extension • Berkeley, CA

- UX/UI Bootcamp (September 2022 - April 2023)

Certificates

- Part 107 Drone Operating License (August 2022, Renewed July 2024)
- PowerPoint Essential Training (Microsoft 365) - LinkedIn Learning (2024)
- Essential Skills in Adobe InDesign Professional Certificate - Adobe (2024)
- Essential Skills in Adobe Illustrator Professional Certificate - Adobe (2024)
- WordPress Essential Training (2023)

Skills

- Digital Skills: Microsoft Office, Google Workplace, Figma, Asana, Zoho, and Adobe Creative Cloud Applications consisting of Photoshop, Illustrator, InDesign, Premiere Pro, Audition, and Lightroom.
- Soft Skills: Communication, time management, creative thinking, problem-solving, critical thinking, attention to detail.