CARCIE BALLARD

Graphic Designer

CONTACT

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Lubbock, TX 79414

TECHNICAL SKILLS

- *Illustrator CC*
- *Photoshop CC*
- *InDesign CC*
- *HTML*
- *Photography*
- *Mac OS*
- *Windows*
- *SignLab*

EDUCATION

2004 - 2006
GRAPHIC DESIGN, BFA
Texas Tech University

2002 - 2004
FINE ARTS, AA
Western Texas College

EXPERIENCE

2019 - PRES.
GRAPHIC DESIGNER
Sign Design Graphics, Lubbock, TX

Dual role as both designer and sales/customer service. Duties included creating graphics for vinyl output (including decals, signage, and vehicle wraps with careful attention to sizing and placement) as well as logo design and layout for business cards and printed promotional material. Worked independently and exercised time-management skills to meet strict deadlines and production schedules while maintaining a personal client base.

2015 - 2019
ART DIRECTOR
Advanced Graphix, Lubbock, TX

Managed a small team of designers in a fast-paced department linked to a sales team and multiple production areas including screen printing, vinyl, and large-format sign printing. Daily responsibilities include preparing files for production, assuring pre-press quality, designing and illustrating for t-shirts, signs, promotional products, and vehicle graphics while maintaining attention to artistic detail and tracking time spent on each job.

2012 - 2014
LEAD DESIGNER
Red Raider Outfitter, Lubbock, TX

Created artwork and maintained brand integrity in an in-house agency setting, including clothing design, print and digital advertising, online web store management, and product photography for four separate businesses, spanning two restaurants, one fashion boutique, and one high-end collegiate apparel retail store. Responsible for leading a group of up to three other designers and maintaining a steady workflow with minimal supervision.

2010 - 2012
GRAPHIC DESIGNER
Advanced Graphix, Lubbock, TX

Created artwork for a wide array of promotional, print, and apparel products in a very fast-paced and high-stress environment with minimal supervision.

2007 - 2010
GRAPHIC DESIGNER / ILLUSTRATOR
Stephen Joseph, Inc., Lubbock, TX

Collaborated with multiple departments to develop products for several divisions, mostly promotional items, apparel graphics, and children's gift accessories. Also responsible for catalog layout, print and online advertising, product photography, color correction, correspondence with numerous clients, and project delegation.