JOANNA BYRNE

jmbyrne97@gmail.com
joannabyrne.com
773.414.3778

TECHNICAL SKILLS

Adobe CC
Photoshop
Illustrator
InDesign
After Effects

Microsoft Suite
Word
PowerPoint
Excel

Figma
HTML, CSS, & basic JS
RoboHead
Trello
Airtable
Blender

AREAS OF EXPERTISE

Teamwork
Critical Thinking
Branding
User Experience
Leadership
Organization
Typography
Animation
llustration
Printmaking

EDUCATION

University of Illinois Urbana-Champaign   *August 2016 – May 2021*
BFA in Graphic Design
Minor in Art History

EXPERIENCE

Unity in Action Magazine, Graphic Design Intern   *October 2020 – January 2021*
- Executed design tasks necessary to revitalize the magazine's digital brand after a several-year hiatus, including an update to the website's typography and color palette.
- Brainstormed a new logo and styling for the magazine with its founder and fellow student interns.
- Provided input on marketing projects with official cosponsors like the Champaign County Public Health Department, the University of Illinois, and community organizations.
- Designed and finalized deliverables meant to reach large audiences, such as billboard ads, bus ads, and a television commercial.

Reflections|Projections, Design Director   *January – September 2020*
- Created and implemented brand guidelines for a student-run tech and computer science conference with a usual attendence of 2,000+ students and notable sponsors, such as Facebook, Microsoft, and AT&T.
- Led a team of four beginner designers to execute event branding across digital platforms (Facebook, Instagram, and email).
- Adapted previous design production schedule to reflect the transition to an entirely virtual experience for attendees.
- Designed and distributed marketing deliverables, including social media graphics, animations, digital posters, shirts, stickers, and website style updates.

Illini Union Marketing, Graphic Design Intern   *August 2017 – January 2021*
- Designed various digital and print marketing materials for the University of Illinois student union and other departments on campus.
- Created graphic and motion design assets to increase student engagement and event attendance on Facebook and Instagram.
- Utilized RoboHead, an online project management system, to track progress and discuss proofs with our team and clients from outside departments.

HackIllinois, Graphic Designer   *September 2018 – March 2020*
- Collaborated with a team of designers to develop unique branding for a student-run hackathon with 1,000+ attendees.
- Illustrated the teaser page and full website with another designer for HackIllinois 2020, as well as animations, social media graphics, and pop up banners for the week of the event.
- Designed shirts, stickers, enamel pins, bags, hats, and trophies as giveaways for attendees.