

Kassidy Powell

Visual Designer

2751 Eastport Circle, Conway, AR
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Qualifications Profile

Extremely creative and multi talented Visual Designer with extensive experience in multimedia and print design. Extraordinary collaborative and interpersonal skills. Well developed communications skills verbally and written. Passionate and motivated for innovation in collaboration with clients. Creative experience in the following:

Web & Multimedia Design:

- Website Design
- Video Editing
- Video Photomontages

Print:

- Brochures & Newsletters
- Stationary
- Business Cards
- Posters and postcards
- Printmaking

Photography:

- Black & White Photography
- Digital Photography
- Retouching and Editing

Educational Background

University of Central Arkansas / Bachelors of Fine Arts, emphasis in Graphic Design, Minor in Marketing
August 2021 - May 2024

Technical Proficiency

Platform: Mac Os 9-current

Applications: Adobe Photoshop, Illustrator, After Effects, Premier Pro, InnDesign, Lightroom, Google Analytics, Office Suite (Word, Excel, Access, Powerpoint).

Professional Activities

BA/BFA Exhibition 2023/ University of Central Arkansas

Website Design Consultations 2023/ Greenwood Garage Door

Volunteer Logo Design 2023/ Mercy Hospital Fort Smith

Epilogue Exhibition 2022/ University of Central Arkansas

Trash-ion Show 2022/ University of Central Arkansas

Awards and Scholarships

University Scholarship/ 2021-current

Arkansas Challenge/ 2021-current

Dean's List Academic Achievement/ 2021- current

Pell Grant: 2021-2023

AAMP Scholarship/ for Covid-19

Work Experience

Parrot Island Waterpark/ Fort Smith, AR 72930

Lifeguard 2019-2020, Headguard 2020-2021

Slim Chickens/ Fort Smith, AR 72030

Cashier 2020-2021

UCA HPER Aquatics Center/ Conway, AR 73024

Lifeguard 2021- 2022

Team Leader 2022-2023

Headguard 2023- May 2024

Water Aerobics/Fitness Instructor 2023- May 2024

References

Evan Johnston

Assistant Director

University of Central Arkansas Aquatics

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Jeff Young, Ph.D.

Professor of Art: Art Education

Department of Art and Design at University of Central
Arkansas

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Ray Ogar

Associate Professor of Art: Graphic Design

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