Averie Hillyer

graycegraphics.com ▪ linkedin.com/in/averie-hillyer-b07061300

Minneapolis, Minnesota ▪ averiehillyer@gmail.com ▪ (763) 242-7356 ▪ She/Her

EDUCATION

University of Minnesota, College of Design   *Expected December, 2025*
Bachelor of Fine Arts, Graphic Design
- Minor: Interdisciplinary Design
- GPA: 3.943

GRAPHIC DESIGN PROJECT EXPERIENCE

Project   Individual Projects
Web Design/Advanced Web Design: GDES 2342/GDES 5342   *Spring, 2024*
- Used Figma to create a prototype mobile application that helps users identify hair products applicable to their curls. Gained technical proficiency in Figma and an understanding of workflow and user experience in design.
- Utilized WebStorm to design and develop a fully responsive website. I used HTML code to create adaptive layouts that function seamlessly across multiple devices. Throughout the project, I focused on clean, maintainable code and optimized performance, ensuring a user-friendly experience. The course enhanced my ability to create dynamic, visually appealing websites with an emphasis on responsive design principles.

Typography/Advanced Typography: GDES 2345/GDES 4345   *Spring, 2024*
- Used Adobe Illustrator to redesign Daniel Caesar's *Case Study 01* cover, relying on typography to convey the complex emotions of the album. Used Adobe InDesign to create the inner sleeve, carefully organizing lyrics for optimal legibility and aesthetic appeal following a grid.
- Fully designed and developed a new cookbook including a cover, back, spine, and two interior spreads containing a narrative and a recipe. Learned how to utilize margins and develop a consistent grid system to use on any given spread.

Identity & Symbols: GDES 3352   *Fall, 2024*
- Used Adobe Illustrator to redesign a logo and brand deliverables for Al's Breakfast.
- Participated in client research to define the brand and its aspirations.
- Sketched 120 different logos and collaborated with classmates and professors to identify the most successful variations.
- Created a vector logo from the sketch to be used on deliverables such as a corporate identity set and menu.

Color and Form in Surface Design/Advanced Graphic Design Print Projects: GDES 3312/GDES 4312   *Spring, 2024*
- Developed a comprehensive understanding of the screen printing process, from preparing screens and selecting materials to producing high-quality prints on various substrates. Gained hands-on experience in both manual and digital printing techniques, with an emphasis on color separation, registration, and layering.
- Burned each layer onto a screen and printed 4 screens individually using cyan, magenta, yellow, and black ink to create an array of colors.

Professional Experience

University of Minnesota, Minneapolis, MN

Teaching Assistant   *Fall, 2024-Present*
- Assisted professor in grading 13 weekly discussion posts, midterms, and papers for the Fundamentals of Management course, providing timely feedback and supporting students' learning progress by being the first point of contact for 135 students and maintaining an organized work system.

Genesis Curlz, Eagan, MN

Director of Digital Marketing   *January, 2022 – Present*
- Collaborate with a skilled hair stylist, providing valuable assistance and support in various tasks. Plan and execute photoshoots for promotional content. Possess a keen eye for detail and creativity in social media posts such as Instagram Reels and carousels to 2,000+ followers.

Blue Mae Studio, Eagan, MN

Social Media Assistant   *Spring, 2024*
- Managed daily Instagram posts and Reels for a photographer with 1,500+ followers using Asana to plan, schedule, and track content. Coordinated with the photographer to ensure consistent branding and timely execution of campaigns and catching potential client's attention.

Midwest Consolidators International (MCI), St. Paul, MN

Web Designer   *Fall, 2023*
- Developed a responsive website with 100+ monthly visitors that adhered to the brand's identity, ensuring visual consistency across all touchpoints. Collaborated with teams to integrate brand elements and optimized user experience (UX) using modern web technologies.

SKILLS

Technical Skills: Google services (Docs, Sheets, Slides, Drive), POS systems, Research databases, Adobe applications (Photoshop, Illustrator, InDesign, Acrobat), Visual Studio Code, Figma, Photography, Printing Press, Screen Printing, Asana, Airtable, Webstorm

AWARDS

- Dean's List Honor, Fall 2022, Spring 2022 & 2023, Fall 2023 & 2024
- Nominated for the High School Arts & Entertainment/Cultural Affairs Emmy for producing a news segment on the celebration of Ramadan.
- Designed the winning graduation stole for members of the Multicultural Center for Academic Excellence (MCAE), a community-based space that focuses on the academic experiences of first-generation students, students of Color, and American Indian students.