

TATUM THORNTON

Graphic Designer

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EXPERIENCE

Freelance Visual Designer (remote)

08/2019 – present

- Used Adobe Creative Cloud, Figma, and Final Cut Pro to design brand and email assets, create social media assets and design proposals, and conduct market research for Tovala.
- Designed aspects of the brand experience for the University of Michigan Ross School of Business' MBA program (including an icon system, illustrations, guides, handouts, and videos.)
- Conducted consultations around content ideas for companies looking to build an online presence, tell their story, update website pages and evolve brand strategy on social media.
- Updated and maintained website features and design for SHAUN Foundation for Girl, which increased donations and a greater, connected community within the organization.

University of Michigan School of Public Health, Graphic Designer (remote) 12/2019 – 06/2025

- Created innovative and creative presentation solutions that communicated clearly and effectively to the user providing them easy to interpret and accessible Public Health information.
- Interpreted and designed 350+ PowerPoint presentations for the Master's degree program, workshops, conferences and more.
- Provided creative direction for multiple projects with tight deadlines which allowed for a streamlined design process, from concept through final execution, and on time delivery.
- Provided design consultations to professionals seeking design assistance in the areas of design, data visualization, presentations and more assisting in more effectively pitch their research.
- Pitched to and worked cross-functionally with multidisciplinary teams to interpret senior leaders' vision, brainstorm, address complex challenges, and ensure project objectives were maintained.

U of M Auxiliary Marketing, Graphic Design Intern (Ann Arbor, MI)

06/2017 – 08/2019

- Communicated, worked individually and collaboratively with teams that included directors, art and creative directors, video editors, motion artists, designers, videographers, photographers, interns, and more.
 - Created digital, print ads, and branding (social media banners, logos, motion graphics, and more) to fit different client needs, allowing clear and consistent identities across the University's.
 - Advised incoming interns in design decisions and workflow which helped maintain consistent, on-time project turn arounds and effective solutions.
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EDUCATION

University of Michigan (Ann Arbor, MI)

BFA in Art & Design (Concentration in Graphic Design in Marketing)

Minor in Entrepreneurship

Awards/Service: Stamps of Color President and VP, National Society of Collegiate Scholars, Jean Fairfax Scholarship recipient, nominated for MI Difference Global Impact Award with Japan study abroad group

SKILLS & SOFTWARES

- macOS & Microsoft Windows
- Adobe Creative Suite
- Asana, Miro, Slack
- Canva
- DSLR
- Figma
- Frame.io
- Final Cut Pro
- Google Suite, Office 365
- Keynote
- Microsoft PowerPoint
- Photo and video editing
- Rise 360, Squarespace, Wix, WordPress
- Social media platforms