

TATUM THORNTON

Graphic Designer

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EXPERIENCE

Tovala, Part-time Freelance Graphic Designer (remote) 08/2024 – present

- Create using Adobe Creative Cloud, Figma, and Final Cut Pro to design brand and email assets, brainstorm and create social media content and design proposals, and conduct market research.
- Guide and oversee the timeline and delivery of weekly deliverables to ensure deadlines are met.
- Effectively communicate with stakeholders to ensure seamless communication in the company.
- Exploring and execute new social media content that is engaging and follows the brand's visual voice to better increase engagement levels.

Freelance Visual Designer (remote) 08/2019 – present

- 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

- 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.
- Created innovative and creative presentation solutions that communicated clearly and effectively to the user providing them easy to interpret and accessible Public Health information.

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, 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, NSCS, Jean Fairfax Scholarship recipient, nominated for MI Difference Global Impact Award with Japan study abroad group

SKILLS & SOFTWARES

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