

TATUM THORNTON

Graphic Designer

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EXPERIENCE

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

- Create high-quality work that supports digital and physical channels, design systems, engaging campaign design, brand identity evolution, and the brand's overall visual story.
- Developed ad campaign, which generated higher number of sales for annual New Year's Sale in company's history.
- Execute design work that remains engaging and consistent, includes beautiful typographic choices, elegantly delivers information, and remain aligned with strategic and company goals.
- Worked with senior leadership to create and maintain brand tone and voice.
- Collaborate with front-end developers to ensure seamless and accessible implementation.

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 for companies to build an online presence and evolve brand strategy.
- Updated and maintained website features for SHAUN Foundation for Girls, which increased donations and connected community within the organization.

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

- Managed creative direction for multiple projects which streamlined the design process.
- Led design workshops mentoring 20+ students, staff, and faculty on how to create accessible and inclusive design.
- 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.
- Worked cross-functionally with professors to develop digestible presentations for research grants, conferences, and classroom lessons.

U of M Auxiliary Marketing, Graphic Design Intern (Ann Arbor, MI) 06/2017 – 08/2019

- Collaborated with multi-functional teams that included art and creative directors, 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 turnarounds 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

- macOS & 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
- Articulate Rise 360
- Squarespace
- Wix,
- WordPress
- Social media platforms