

Cierra Coppini

GRAPHIC DESIGNER

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www.cierracoppini.com

SKILLS

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe Bridge, Google Suite

CRAFT

illustration, digital photography, film photography, screen printing, block printing

EDUCATION

Azusa Pacific University,
Azusa, CA
August 2013 – May 2015
Bachelor of Arts – Graphic Design

George Fox University,
Newberg, OR
August 2011 – May 2013

EXPERIENCE

Lulu and Georgia, Los Angeles, CA
December 2019 – Present
Senior Graphic Designer

- Oversee all design projects, from conception to delivery
- Design all branded print material including catalogs, marketing mailers, merchandise packaging, signage and marketing material for events, and in-house stationary and branding needs
- Design assets for company website including homepage banners, site landing pages for collections, resizing of imagery for the homepage, and logo creation for special occasions/holidays
- Create the graphic direction for all company sitewide promotions and design all promotional assets including e-mail marketing, print mailers, on-site bluecore assets, social media ads and SMS marketing
- Create the graphic direction for company collaborations and implement direction/design assets across all platforms including website, catalog, and material for special events
- Design email marketing sent out to customers twice daily
- Review junior designer's work to ensure high quality as needed
- Work cross departmentally to help other teams with assets
- Work closely with the Marketing, Merchandising, and Photography teams to test and optimize creative
- Manage and maintain the organization of all projects and assets using project management tools like Asana and Google Drive

Incredible Marketing Inc., Irvine, CA
July 2017 – September 2019
Social Media Designer

- Designed social media branding for clients, including profile photos and backgrounds, for Facebook, Instagram, Twitter, etc.
- Designed promotional ads, logos, flyers, posters, email newsletters and branded print material for clients
- Work with team members to provide designs that suit each clients' needs and aesthetic
- Research and stay up to date on current design and social media trends
- Assist design team members with meeting deadlines

Bolton & Company, Pasadena, CA
June 2016 – July 2017
Graphic Design Assistant

- Worked directly with the head of branding and senior graphic designer in the design, direction, and production of branding and marketing material for Bolton & Company
- Designed flyers, posters, presentations, invitations, one-sheets, and other marketing material, in print and digital format, for the use of Bolton employees as well as clients of Bolton & Company
- Organized and maintained company and stock photo libraries
- Redesigned material to uphold the visual identity and standards of the Bolton brand
- Photographed company events, as well as edited and uploaded photos onto company website
- Assisted branding department with production and administrative tasks when needed