

SmoothLeigh

Graphic Design

Taylor Leigh Mayweather

CONTACTS

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🌐 smoothleighgraphicdesign.com

📍 Decatur, GA

EDUCATION

Bachelor of Fine Arts - Graphic Communication

Kennesaw State University,
Kennesaw, GA (2019–present)

GPA: 3.95

Associate of Arts - Art/Art Studies

Georgia State University Perimeter
College. Decatur, GA (2014–2017)

GPA: 3.95

SKILLS

Software Skills

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Audition
- Canva

Other Skills

- Problem Solving
- Organization
- Collaboration
- Time Management

CAREER OBJECTIVE

A versatile graphic designer seeking opportunities to apply creative expertise in visual communication, layout design, and problem-solving to contribute effectively to the success of the company. Committed to delivering creative solutions and captivating designs that connect with target audiences.

EXPERIENCE

Nonprofit Freelance Graphic Designer (2019–Present)

- Completed multiple design projects for various clients, demonstrating proficiency using in Adobe software.
- Contributed creative solutions and collaborated effectively with clients to achieve desired outcomes.

Participant in 2023 GDUSA Digital Design Showcase

- Showcased design expertise and creativity through submission of cube packaging for paperweights.
- Demonstrated dedication to craft and willingness to engage in competitive environments.

EDUCATION EXPERIENCE

Kennesaw State University, Kennesaw, GA

Bachelor of Fine Arts/Graphic Communications Concentration

Typography

- Acquired skills in typographic principles and techniques, enabling effective communication through text.
- Acquired skills in font selection, layout, and hierarchy, essential for creating visually appealing and readable designs.

Publication Design

- Learned to create engaging and cohesive layouts for various print and digital publications.
- Acquired knowledge in grid systems, image integration, and editorial design.

Advertising & Packaging Design

- Developed expertise in creating impactful advertising campaigns and eye-catching packaging designs.
- Explored consumer behavior, branding strategies, and visual communication to create compelling designs that resonate with target audiences.

Design Practicum

- Applied theoretical knowledge to real-world design projects, gaining practical experience while collaborating within a team setting.
- Enhanced problem-solving skills, project management abilities, and collaboration techniques