

## ARTAEZA YOUNGBLOOD

WEBSITE [www.artaeza.com](http://www.artaeza.com) | EMAIL [taezayb@gmail.com](mailto:taezayb@gmail.com) | PHONE (336) 312-2530

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### EDUCATION

<b>Elon University</b>	Master of Arts (M.A.) Interactive Media [2015 – 2016]
<b>North Carolina A&amp;T State University</b>	Bachelor of Science (B.S.) Graphic Communications [2011 – 2015]

### EXPERIENCE

Content Producer <b>Ignite Social Media</b> [2017 – Present]	<ul style="list-style-type: none"><li>• Plan and produce video and photo shoots to capture different brand's products for use on social</li><li>• Produce written content for social and marketing blog posts</li><li>• Maintain an understanding of industry trends and best practices</li></ul>
Freelance Graphic Designer <b>Self Employed</b> [2012 – Present]	<ul style="list-style-type: none"><li>• Develop content (print materials, email, brochures, banners, photography, video, GIF, stop-motion, graphics) and other digital/print assets for clients</li></ul>
Instructor (Video Production, Graphic & Web Design) <b>NC A&amp;T State University</b> [2016 – 2017]	<ul style="list-style-type: none"><li>• Taught undergraduate students in graphic design, video production, web design, and social media-related courses</li><li>• Utilized new skills and info to improve teaching performance and knowledge on each subject that I was assigned</li><li>• Possessed strong organization and communication skills</li></ul>
Social Media Manager & Writer <b>Destination Sierpe</b> [2015 – 2016]	<ul style="list-style-type: none"><li>• Collaborated with a team to create an original, functional interactive website to promote tourism in Sierpe, Costa Rica</li><li>• Wrote and proofread text for the website</li><li>• Worked with the videographer to set up and stage video and photoshoots</li></ul>
Interactive Designer <b>The HBCU Experience</b> [2015 – 2016]	<ul style="list-style-type: none"><li>• Designed and managed the production of various types of print and digital design materials, including a website, graphics, video, photos, and audio</li><li>• Updated The HBCU Experience's social Twitter page, including creating graphics to broaden outreach</li><li>• Developed marketing strategies to promote the website, including printing out flyers, offering freebies, doing email blasts, and sharing graphics on social media</li></ul>

	<ul style="list-style-type: none"> <li>• Demonstrated thorough knowledge of image editing software, website design, graphic design software, videography, and photography</li> <li>• Communicated content across multiple platforms (print, web/social, audio, and video)</li> </ul>
Enrichment Camp Instructor (Graphic & Web Design) <b>NC A&amp;T State University</b> [2014 – 2014]	<ul style="list-style-type: none"> <li>• Created lesson plans and activities for instructional sessions relating to web design, graphic design, and simple motion graphics</li> <li>• Taught daily courses to elementary and middle school-aged children</li> </ul>
Design Intern (Diversity Internship Program) <b>Conservation Trust for NC</b> [2013 – 2013]	<ul style="list-style-type: none"> <li>• Developed marketing materials</li> <li>• Designed wireframe layouts for potential websites</li> <li>• Redesigned a local organization's website</li> </ul>

## SKILLS

Interactive & Visual Design	Content Creation	Strategy & Social Media
<ul style="list-style-type: none"> <li>• Graphic Design</li> <li>• User Interface (UI)</li> <li>• Typography Design</li> <li>• Web Design</li> <li>• Wireframing</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Storytelling</li> <li>• Video Production</li> <li>• Motion Design</li> <li>• Photography</li> <li>• Social Media Content</li> <li>• Project Management</li> </ul>	<ul style="list-style-type: none"> <li>• Prototyping</li> <li>• User Experience (UX)</li> <li>• User Personas</li> <li>• Usability Test</li> <li>• Social Media Strategy</li> <li>• Copy Writing</li> </ul>

## TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom, InDesign, Spark, After Effects, Dreamweaver), Microsoft Office (Word, Excel, PowerPoint), HTML/CSS, WordPress, MailChimp, Brackets, iMovie, Sketch

## AWARDS

Summa Cum Laude [May 2015], Dean's List [May 2015]