

# Taylor Carvin

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## **Experience** Senior Graphic Designer at The Foundry, Dotdash Meredith

November 2022 – Present

### **Graphic Designer at The Foundry, Dotdash Meredith**

January 2019 – November 2022

Work with high-profile clients to create impactful print, digital, and social media experiences. Daily assignments include brainstorming campaign strategies, designing mock and sold native content for Dotdash Meredith brands. Other responsibilities include planning and art directing photo shoots as well as commissioning custom illustrations.

### **Graphic Designer at CBS Sports Network, CBS Corporation**

September 2017 – December 2018

Collaborated with multiple producers, designers, and marketing leaders to develop a uniform presentation across all CBS Sports media outlets. Generated digital marketing content for the CBS Sports Network, including emails, website materials, and event signage on a daily basis.

### **Graphic Designer at Tommy Hilfiger, PVH Corporation**

February 2017 – May 2017

Assisted the marketing team in creating print and digital advertising materials designed to promote the Tommy Hilfiger brand. Deliverables included package design, promotional mailers, social media images, and E-commerce emails.

### **Graphic Designer at Sports Illustrated, Time Inc.**

June 2016 – February 2017

Developed web elements and longform articles for the Sports Illustrated website and social media outlets under the supervision of the Web Developer and Design Director. Improved communication between the Art Department, Production Team, and Social Team to help streamline the brand's digital presence.

## **Education** Rutgers University, Mason Gross School of the Arts

Bachelor of Fine Arts with a concentration in Design and a minor in Art History

## **Skills** Figma | Sketch

Adobe Creative Suite

Microsoft Office Suite

HTML and CSS

Email Marketing