

# DEVON HARDY

dghardy2020@gmail.com

devonhardy.com

linkedin.com/in/devonhardy

(315) 870-2186

## EDUCATION

### **Bachelor of Science - Digital Arts and Sciences** *Clarkson University - Potsdam, NY*

- Minor in Mathematics
- 3.9 GPA
- Presidential Scholar

## SOFTWARE

### **Design, Digital Imaging, and Video**

- Adobe Premiere Pro
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe AfterEffects
  - Adobe InDesign
  - Final Cut Pro
  - Figma
  - Keynote
  - Canva
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- Microsoft Office Suite
  - Google Workspace
  - Google Ads Certified

## SKILLS

- Brand Identity
- Advertising Design
- Editorial Design
- Merchandise Design
- Poster Design
- Deck Design
- Social Media Content
- Typography
- Motion Graphics
- UI/UX Design
- Video Editing

## EXPERIENCE

### **Art Director & Graphic Designer** | 2023 - Present *Devon Hardy Design LLC - Freelance*

Worked directly with clients to put together merchandise, logos, social media posts, and other deliverables.

### **Marketing Associate** | 2024 *Community Bank NA*

Designed motion graphics, flyers, ads, and other deliverables.

### **Marketing Intern** | 2023 *VIP Structures - Syracuse, NY*

- Created ads and social media posts for VIP Structures and associated companies
- Designed emails for internal use
- Updated and maintained multiple websites
- Researched general marketing trends in the industry and built the grounds for VIP's future marketing plans

### **Public Relations Intern** | 2022 *Russett PR - Baldwinsville, NY*

Crafted social media posts, advertisements, and infographics for both Russett PR and its clients while working closely with the PR department to plan photo shoots and other events

### **Media Intern** | 2022 *Clarkson University - Potsdam, NY*

- Produced infographics to encourage students and alumni to donate to the university
- Interviewed, recorded, and edited multiple videos of students and faculty across various departments about why alumni and students should donate

### **Media Intern** | 2021 *Onondaga Community College - Onondaga, NY*

Built visually engaging advertisements and infographics that targeted prospective students; increasing application rates and engagement on social media platforms

### **Video Editor** | 2019 - 2021 *Freelance*

Edited lengthy streaming sessions into short-form videos for platforms such as YouTube and TikTok in collaboration with numerous content creators