

# DEVON HARDY

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## 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 Suite (Photoshop, Lightroom, Illustrator, Indesign, Premiere Pro, After Effects)
- Final Cut Pro

### **UI/UX and Web Development**

- Adobe XD, Figma
- Html, CSS, Javascript
- WordPress and WordPress Plugins

### **Productivity**

- Microsoft Office Suite
- Google Workspace
- Google Ads Certified

## SKILLS

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

## EXPERIENCE

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

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

### **Graphic Designer** | 2023 - Present *Freelance*

Designed merchandise, logos, social media posts, and other deliverables for clients.

### **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** | 2021 *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