



CARRIE SCHEFFLER

CARRIESCHEFFLERDESIGN@GMAIL.COM

CARRIESCHEFFLER.COM

Education

Kendall College of Art and Design
Grand Rapids, MI
Bachelor of Fine Arts in Graphic Design
December 2019

Certifications

Google UX Design Certificate
Expected date of completion:
July 2024

Accomplishments

Gold Student ADDY Award
February 2020
West Michigan Advertising Federation
*Integrated Branding Campaign - Yesterdog
*Integrated Branding Campaign - Miracle Grow

Judges' Choice Student ADDY Award
February 2020
West Michigan Advertising Federation
*Integrated Branding Campaign - Yesterdog
*Integrated Branding Campaign - Miracle Grow

Industry Skills

Adobe Creative Suite (Illustrator
Photoshop, InDesign, XD, Acrobat)
Consumer Packaged Goods
Ideation
Advertising
Typography
Packaging Design
Branding
Print + Digital
Print Production
Microsoft Office
Miro Ideation Board
Workfront
KeyShot

Industry Experience

Newell Brands

March 2020 - January 2023

Kalamazoo, MI

Associate Graphic Designer

- Worked within the graphics team, specifically the writing business unit to create packaging designs for brands including Sharpie, EXPO, PaperMate, Prismacolor, Elmer's, etc.
- Participated in brainstorming sessions with the design team, in order to generate ideas.
- Worked on dozens of projects over the course of three years, each of which had a national presence after going to print.
- Presented creative concepts to internal and external partners, with thoughtful rationale.
- Developed a strong understanding of design principles, typography, and print production.
- Applied brand style guide elements to ensure consistency with brand positioning.
- Collaborated with brand partners and design peers to achieve design excellence.
- Worked on hundreds of packaging SKUs that required dieline knowledge, brand guideline knowledge, and file management.
- Gained the ability to create a project from concept through to final production.

Cavallo (Previously SalesPad)

June 2019 - March 2020

Grand Rapids, MI

Graphic Design Intern

- Created all signage for SalesPad's biggest annual conference.
- Collaborated with the lead graphic designer to create badges, signage, brochures, posters, and handouts.
- Worked with the marketing team to create internal and external designs that followed SalesPad's brand guide.
- Created banners for email and web page to help increase SEO and click rate to potential clientele.