

# KIERRA SIMMONS

Digital Designer

512.673.0638

kierransimmons@gmail.com

Linkedin.com/in/kns97

Digital Journalism and Web Design: [kierrasimmons.com](http://kierrasimmons.com)

Communication Design: [kierrasimmonsdesign.com](http://kierrasimmonsdesign.com)

## EDUCATION

### Texas State University

August 2016 - May 2021

Bachelors of Fine Arts in Communication Design  
Bachelors of Science in Digital Media Innovations

## TECHNICAL SKILLS

- Intermediate HTML/CSS/JavaScript
- Wordpress
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, XD, After Effects and Premiere)
- Figma
- Digital Photography
- Salesforce
- Proficient in Social Media Platforms (Twitter, Facebook, Instagram and TikTok)
- Google Analytics
- Yoast SEO
- Hootsuite

## KEY SKILLS

- Active listening
- Time Management
- Culture Awareness
- Verbal and Written Communication
- Storytelling
- Conflict Resolution
- Adaptability
- Analytical Thinking
- Attention to Detail
- Creativity

## EXPERIENCE

### Freelance

August 2015 - Present

Graphic Designer

Worked with different organizations and clients on projects including branding and identity development, social media, marketing campaigns, print material, and websites.

- Meet and partner with external artists, print shops, and digital agencies to help develop and execute design concepts.
- Research current trends and related companies, artwork, and color theory to compose possible solutions to design challenges and re-brands.

### College Forward

August 2017 - June 2021

Digital Marketing Intern

May 2019 - June 2021

Assisted with the Marketing team, Directors, and Texas Education Agency to help develop and promote educational resources to high school and college students in Texas.

- Analyzed social media trends and education timelines to help create campaigns to help improve engagement from students, schools, and other education programs.
- Helped maintain the organization's WordPress website and updated blog posts, contact information, and events.
- Collaborate with internal teams to help with projects as needed.

AmeriCorps Peer Mentor Coach

August 2017 - May 2019

Served at quarter-time capacity as a student mentor for College Forward for two 10-month terms of services at Texas State University.

- Advised a group of 25 college students to meet personal and professional goals while maintaining their confidential student files using Salesforce and producing frequent reports to supervisor and full-time coaches.
- Update and monitor College Forward's social platforms as lead for Texas State and help promote in-person events and school engagement.

### South By Southwest(SXSW)

March 2020 - March 2021

Content Creation Team Member

Selected by the Mass Communication department at Texas State to work with the Content Marketing team to help cover SXSW during spring break.

- Collaborated in a group of 20 students to curate photo and written content during the festival for social media and website.

## INVOLVEMENT

### Texas State Com Des Branding Committee

March 2021

Co-chair

Worked with a team of 10 students at Texas State to develop a brand voice, identity, and pitch deck for the senior portfolio showcase.

### Texas State Innovation Club

April 2019 - May 2021

President and Founding member

Worked closely with the Assistant Director of the Texas State Media Innovation Lab and students to innovate new ideas that helped solved real-world problems around topics such as drones, computer programming, virtual reality, 360 video, Internet of things (IoT), artificial intelligence, bots, and other cutting-edge technologies.