CYNTHIA ST ANDREWS

A R T I S T I C   G R A P H I C   P R O F E S S I O N A L

Passionate about creativity and critical thinking in the arts with an emphasis on Graphic Design.

Cleveland, OH, 44144

✉ CynthiaStAndrews@gmail.com
📞 (216) 630-4223
🌐 https://cynthiasartistry.com/
🌐 linkedin.com/in/cynthiastandrews

PROFESSIONAL SUMMARY

Freelance designer passionate about working independently or collaborating as a team member in a creative unit. My analytical and problem-solving skills strengthen my artistic abilities. I have a variety of training and experience in coding and print design, as well as working with industry-leading software such as Adobe products, Photoshop, Illustrator, InDesign, Creative Cloud, acrobat, and XD.

HIGHLIGHTS OF QUALIFICATIONS & KEY SUPPORTING SKILLS

Creative and detail-oriented | 5+ years of experience in visual communication, branding, and multimedia marketing. | Proficient in Adobe Creative Suite | A passion for creating innovative designs that elevate brand aesthetics | Results-driven | Background in digital marketing and social media content creation |Adept at transforming client briefs into visually engaging graphics that drive audience engagement and brand loyalty.

Experienced specializing in print and digital media | Proficient in Adobe Creative Cloud | Strong understanding of design principles | Commitment to creating aesthetically pleasing and effective marketing materials

Areas of Specialty: social media | AI platforms | Marketing Tools | Graphic Design | Technical Support | Adobe Creative Suite, Photoshop, Illustrator, InDesign | Mac OS | Logo Design | Illustration | Digital Art | Painting | Microsoft Office | Screen Printing | Layout Design | Planograms | Network Installation Languages

Proficient In: Coding | Print design | UX and UI design | Proficient in industry-leading software: | Adobe products (Photoshop, Illustrator, InDesign, Creative Cloud, Acrobat, XD) | Adaptability | Graphic Design fundamentals | Typography | Branding and Logo Design | Illustration | Print Design | Photography and Image editing | Digital Marketing Design | Color Correction | Technical Support | Adobe Creative Suite, Photoshop, Illustrator, InDesign, XD | Mac Os and Windows operating systems| Android | Logo Design | Digital Art | Painting in various mediums | Microsoft 365 suite and office Products, Word, Outlook, Excel, PowerPoint |Screen Printing | Layout Design | Planograms | Network Installation | Languages: English Fluent, Spanish intermediate

EDUCATION

Master of Information Technology with empathies in Web Design |
Southern New Hampshire University, Manchester, NH | Manchester, Anticipated: Jun 2027

Bachelor of Arts in Graphic Design and Media Arts.
Southern New Hampshire University, Manchester, NH | Manchester, NH Graduated: Sep 2024
Graduated status Cum Laude
AREAS OF SPECIALTY: Brand Identity | Brand Design| Content Creating | New Media Platforms | The Importance of Traditional Media (Email Marketing Communication & Pamphlets) | Photo Recreation | Business Marketing Materials
Platforms: Hootsuite | Meta/Facebook | YouTube | Google Analytics | Skype | Zoom | Meet | Instagram | Pinterest | X (formerly Twitter) | and Various CRM Software.

Associate of Applied Science Computer Network Systems

ITT Technical Institute | Strongsville, OH | Graduated Feb 2013
Graduated status Honors

Satisfactorily completed 1037.25 Hours of instruction in Interactive Multimedia and Graphic Design.
Polaris Career Center | Strongsville, OH | Graduated Aug 2004
Graduated status Honors

CERTIFICATIONS & LICENSES

LinkedIn Learning

Managing Stress for Positive Change by Heidi Hana | Skills | Stress Management | Drawing Vector Graphics: Brand Character Design by Von Glitschka | Adobe Illustrator | Drawing Vector Graphics by Von Glitschka| Scalable Vector Graphics (SVG) |Creating Illustrator Infographics by Tony Harmer| Information Graphics | Photoshop Tips, Tricks, & Techniques by Richard Harrington | Adobe Photoshop | What is Graphic Design? by Sean Adams | Design Theory |PowerPoint Essential Training (Microsoft 365) | Microsoft PowerPoint |Planning a Weg Design Portfolio: Growing Your Freelance Business by Lauren Bacon |Freelancing | Web Design |Developing a Style Guide by Nigel French | Style Guides |Typography: working with Grids by Ina Saltz |Typography |Graphic Design Foundations: Layout and Composition by Sean Adams |**Graphic Design | Layout Design** | Logo Trend Report 2023-2024 By Bill Gardner | Logo Desing | Graphic Design |Excel Essential Training (Microsoft 365) (2018) by Dennis Taylor | Microsoft Excel |Data Visualization: Storytelling by Bill Shander | Data Storytelling | Data Visualization |Data Visualization Best Practices by Amy Balliett |Data Visualization | Picking the Right Chart for Your Data by Bill Shader |Data Storytelling | Telling Stories with Data by Paul A. Smith | Contacting for Creatives by Seth C. Polansky |Creative Entrepreneurship

CORE VALUES

Goal-Driven: Highly motivated to continuously grow and expand my skills in the graphic design field while establishing a strong professional presence.
Versatile Experience: With over ten years in marketing and sales, coupled with hands-on experience in computer repair, I bring a diverse skill set that combines creative design, technical knowledge, and client-focused solutions.
Creative Expertise: Experienced in designing logos, brochures, flyers, greeting cards, and web graphics, with a strong focus on creating visually compelling content for social media and aligning with client brands.
Commitment to Growth: Passionate about further developing my design expertise and staying ahead of industry trends to deliver impactful, innovative designs.

PROFESSIONAL EXPERIENCE

Tech Sales Associate
Staples | Brooklyn, OH   **2012 - 2014**

- Certified computer technician and sales associate - advised customers with computing needs.
- By exceeding norms, achieved the best levels of performance, personal performance, and accomplishment, earning the top Sales Award.
- Stocked shelves with a strong personal commitment to completing all projects effectively and promptly.
- Performed hard drive installations and pinpointed areas of improvement in the performance of the equipment.
- Ran diagnostics and installed computer networks with peripheral devices resourcefully and with diligence.

- With strategies and action Installed and watched security devices and alarm systems on store products to protect and prevent product loss.

Banker I
U.S. Bank | Brooklyn, OH   **2010 - 2011**

- We held community events to educate consumers about personal finances and excelled in effective and positive communication with customers and new clients.
- Processed transactions and made decisions with confidence.
- Provided outstanding customer service and sales can be relied upon to do the job and any other assigned task and always fully prepared.
- Demonstrated consistency and distinguished performance.
- Performance regularly exceeded requirements Establishing a strategic plan for future success.
- Fair and cheerful and follows businesslike procedures to accomplish objectives.
- Eager to assume greater responsibility in departments elsewhere, Always striving for self-improvement.

Screen Printer Assistant
LUNA Marketing Inc. | Berea, OH   **2007 - 2008**

- Managed cleaning of all equipment and utilized all available resources to achieve effective results.
- Performed coating and reclaiming of screens
- Aligned artwork on silk screens and shooting screens
- Operated 4 - 6 color silk screen press printing uniforms fronts, backs, left chest, sleeves
- Utilized heat press machine
- Maintained film in organized files. I am strongly motivated to achieve optimal results and exceed expectations.
- Self-starter and demonstrated a high level of self-improvement to effectively communicate objectives.
- Effectively utilize performance reviews as a motivational tool.

MEMBERSHIPS & AFFILIATIONS

National Society of Leadership and Success (NSLS) Jun 2023

Southern New Hampshire University

Chapter EST 2015 | SIGMA ALPHA PI

ACHIEVEMENTS

Awards:

Southern New Hampshire University
Honor Roll 2022-2024
Dean's List Spring 2024
President's List Summer 2023