

Carson Hoerz

graphic design and photography

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Education

2009 - Present

School of the Art Institute of Chicago, Bachelor of Fine Arts

Emphasis in Graphic Design and Photography

Merit Scholarship Recipient

Experience

Polo Ralph Lauren

Freelance—Chicago Flagship Store, 8/2012-Current

Hired to help with special projects and large window installations

Brought in as part of the creative team for store visits and store remodeling

Serve in an on-call rotation to manage the stores visuals

Creative Team Intern—Chicago Flagship Store, 5/2012-8/2012

Worked with the Creative Service Staff to implement creative visual display of merchandise and lifestyle aesthetic within the store and windows

Dressed and styled mannequins and assisted with the process of installing window displays from construction to final styling

School of the Art Institute of Chicago (SAIC)

Communications Department

Designed a variety of materials based on established branding guidelines

Assisted in developing concepts and themes for large long term projects

Created unique imagery to further promote the schools message through its brand guidelines

Senior member of the Student Programming Board—Chicago IL, 5/2012-Current

Provided guidance and leadership to other Student Programming Board members

Held other members accountable during planning of programs

Hosted one campus wide event a month

Resident Advisor, Senior Resident Advisor for Staff Development and Training—Chicago IL, 7/2011-5/2012

Developed and expanded the Resident Advisor training program

Helped manage and distribute a \$3,000 annual budget

Trained in mental health first aid and crisis response

Created and facilitated building-wide programs in an effort to build community

Arts of Life

Marketing Intern—Chicago IL, 1/2012-5/2012

Assisted in developing a marketing and planning strategy for the studio

Designed imagery for the postcards, event posters and artist statements

Worked as an artist mentor to assist artists with developmental disabilities

Skills

Computer Software

Proficient in the Adobe Suite, excelling in Illustrator, InDesign, and Photoshop. Familiar and competent with both Macintosh and Windows operating systems.