



Larissa Gimmy

Graphic Designer

gimmythedesign.com

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Education

Appalachian State University

Bachelors of Fine Arts in Graphic Design
2008-2012

Certifications

CPACC 2022

International Association of Accessibility Professionals

Skills

Professional

Graphic Design
Accessibility
Branding
Photography

Interpersonal

Creativity
Collaboration
Communication
Strategic Planning
Time Management

Programs

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Campaign
Adobe Ensemble
Canva
Figma
Tagboard
Workfront
Wordpress
Wrike
Microsoft PowerPoint
Microsoft SharePoint
Microsoft Word
Mac/Windows OS

Work Experience

Division of Facilities Graphic Designer, Virginia Tech

07/2019 – Present

- Develop strategically branded and designed print, digital, and social materials to innovate the visual direction of the division and further the university’s mission. Create reports, presentations, and posters for the Board of Visitors quarterly meetings.
- Develop, implement, and execute the division’s Title II accessibility update, including remediation efforts; build a resource center with guides and templates; educate the division on creating accessible materials and integrating accessibility into workflows.
- Maintain the facilities website by increasing accessibility and improving user experience and navigation.
- Collaborate with other teams within the Division to send out bi-weekly email newsletters.
- Mentor interns in graphic design principles for communications materials.

University Marketing Graphic Designer, Northern Arizona University

04/2018 – 07/2019

- Design brand-compliant print and digital materials to support strategic goals of Marketing department.
- Create design solutions that have a high visual impact and that reach a diverse range of key university audiences.
- Work as part of a highly creative and collaborative team, playing an active role in furthering the university’s mission.

Graphic Design Coordinator, Xanterra South Rim LLC

04/2014 – 05/2018

- Design a variety of designs from concept to final product including posters, fliers, menus, interpretive displays, product packaging, brochures, advertisements, and internal publications for domestic and international visitors to the Grand Canyon South Rim.
- Report to the Learning & Development Manager and work with the highly collaborative training team to develop and present materials in classes that ranged in size from five to ninety employees.
- Take high resolution photographs of events, people, and the landscape for internal and marketing uses.



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Freelance

Roger Ponder Music 2018-Present

- Collaborate with the record label to design covers, sleeves, and disc designs for music albums and coordinate with vendors for printing.

Grand Canyon Music 2016-2018

- Create advertisements and banners for music events.

Grizzly Grooves Entertainment Inc. 2017-2018

- Collaborate with the record label and musicians to design covers, sleeves, and disc designs for music albums and coordinate with vendors for printing.

Sarah Blue Music 2017

- Collaborate with singer-songwriter Sarah Blue on her Miles to Go EP to design covers, sleeves, and disc designs for music albums and coordinate with vendors for printing.

Seven Wonders Weddings 2016

- Design the website for a start up wedding planning business.

The Menwith Hill Community Heartbeat 2013

- Collaborate with the community group to design a cover for their annual cookbook, A Taste of Menwith.

Internship

LMTV: Lower Merion Township Television 2011

- Design virtual backgrounds for interviews, television screen directories, and broadcast title sequences
- Supported studio productions by operating teleprompters, timers, and on-screen graphics systems
- Assisted with pre-production setup, including serving as a stand-in during rehearsals and technical checks