



Larissa Gimmy

[gimmythedesign.com](http://gimmythedesign.com)

814.449.4966 | [gimmym@gmail.com](mailto:gimmym@gmail.com)

## Skills

### Professional

Accessibility  
Branding  
Layout Design  
Photography  
Typography

### Interpersonal

Adaptability  
Collaboration  
Communication  
Creativity  
Project Management  
Organization  
Strategic Planning

### Programs

Adobe After Effects  
Adobe Campaign  
Adobe Ensemble  
Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Canva  
PowerPoint  
SharePoint  
Tagboard  
Workfront  
Word  
Wordpress  
Write  
Mac/Windows OS

## Education

### Appalachian State University

Bachelors of Fine Arts in Graphic Design  
2008 – 2012

## Certifications

### CPACC 2022

International Association of Accessibility  
Professionals

## Work Experience

### Division of Facilities Graphic Designer, Virginia Tech

07/2019 – Present

- Develop strategically designed print, digital, and social materials to innovate the visual direction of the division and further the university's mission.
- 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 members of the Communications and Engagement team to send out biweekly digital newsletters using Adobe Campaign.
- Work with and teach interns graphic design basics to incorporate into their communications materials.

### 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 innovative collaborative team, playing an active role in furthering the university's mission.

### Graphic Design Coordinator, Xanterra South Rim LLC

04/2014 – 05/2018

- Create visual design solutions for the hotel, retail, food and beverage, and transportation operations that reach a wide range of domestic and international visitors to the Grand Canyon South Rim.
- Prepare a variety of designs from concept to final product including posters, fliers, menus, interpretive displays, product packaging, brochures, advertisements, and internal publications.
- 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.

## 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.