

MISTY CHOATE

VISUAL COMMUNICATIONS • GRAPHIC DESIGNER • SOCIAL MEDIA

CONTACT INFO

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ABOUT

Visual communications professional with extensive experience turning ideas into polished print, digital, social media, product, and promotional content. Strong background in visual storytelling, branding, publication and layout design, product development, product photography, social media content, and video editing. Known for thoughtful design, attention to detail, collaboration, creative problem solving, and the ability to manage multiple projects from concept through completion.

EXPERTISE / SKILLS

- Graphic Design & Visual Storytelling
- Social Media Content & Short-Form Video
- Publication & Layout Design
- Branding & Visual Consistency
- Product & Packaging Design
- Product Photography & Image Editing
- Video Editing
- Event & Promotional Graphics
- Print Production & Prepress
- Creative Collaboration
- Project & Deadline Management

TOOLS

- Adobe Creative Cloud
- CapCut
- Constant Contact
- Shopify
- Canva
- MacOS

EDUCATION

**Bachelors of Science in Visual Communications
Minor in Business / Multimedia Technologies**
Weber State University, 2010

Associates Degree in General Education
Weber State University 2006

Applied Associates of Science in Graphic Design
Utah Valley University, 2000

EXPERIENCE

RINGMASTERS / LIFEBEATS GIFTS / FAN FRENZY GIFTS
Lead Graphic Designer • 2011 - Present

- Lead graphic design and visual production for multiple brands across social media, email, websites, product design and packaging, catalogs, brochures, signage, event materials, and other print and digital communications.
- Create and publish social media and email content, adapting visuals and messaging for different products, campaigns, platforms, and audiences.
- Photograph products and people; retouch, edit, and prepare imagery for e-commerce, social media, email, print, and promotional use.
- Create short-form product and promotional videos for social media, digital marketing, and product campaigns.
- Develop product concepts and packaging, maintain brand consistency, and coordinate production-ready files with outside vendors through prepress and manufacturing.
- Collaborate with marketing and leadership on product launches, campaigns, promotional materials, and creative problem-solving while managing multiple overlapping projects and deadlines.
- Helped increase online sales by 85% in 2019 and contributed to exceeding quarterly sales goals through 2021 by creating downloadable design content, developing new sales channels, and supporting coordinated marketing efforts.
- Designed multiple top-selling product lines with sustained sales performance over several years.

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EXPERIENCE CONT.

INDEPENDENT CREATIVE WORK

Designer, Publisher & Small Business Owner

- Design and sell downloadable and printed creative products, including invitations, cards, educational activities, custom event décor, paper goods, and branded materials.
- Create logos, visual identities, and branded materials for small businesses and individuals.
- Independently publish specialty journals, sketchbooks, and companion resources, managing concept development, cover design, interior layout, promotional graphics, and e-commerce presentation.
- Develop and lead guided art projects for groups of up to 30+ participants, including paint nights and children's painting parties, creating approachable projects and providing step-by-step instruction.
- Created The Foster Parent Companion, a specialized planner and journal developed from firsthand foster care experience to help caregivers organize appointments, case information, records, memories, and the many moving parts of an active foster placement.

BOBUNNY PRESS

Lead Graphic Designer • 2007–2011

- Developed themed paper collections into complete product lines, including coordinating embellishments, packaging, and supporting visual elements.
- Designed print and digital advertising, catalogs, trade show materials, packaging, and other promotional pieces.
- Managed print production, coordinated projects with multiple outside vendors, and prepared production-ready files for manufacturing.
- Created and maintained company blog and website content, including product photography and promotional imagery.
- Designed multiple successful, top-selling product lines, with several paper collections consistently ranking among the company's strongest quarterly launches.

EARLIER EXPERIENCE

PROFESSIONAL OFFICE SERVICE

Desktop Publishing / Prepress

- Recreated low-resolution logos and artwork as clean, production-ready vector files and prepared client documents and printed materials for prepress.
- Designed and formatted medical coding documents and other business and informational materials.

MINERAL RESOURCES INTERNATIONAL

Graphic Designer

- Designed product packaging, company print materials, and promotional pieces.
- Collaborated directly with company ownership and sales staff to develop marketing materials and support ongoing business needs.

COPY MAX DESIGN CENTER

Graphic Designer

- Managed client design projects, photo editing, document setup, and print production for a fast-paced copy and design environment.
- Prepared customer artwork and files for accurate, production-ready printing.

COMMUNITY INVOLVEMENT

- Foster parent and foster parent mentor, providing support, encouragement, and practical guidance to other caregivers navigating foster care.
- Passionate about using creativity, mentorship, and community involvement to help others feel supported, connected, and confident.
- Developed and led community art classes and creative workshops for children, adults, and mixed-age groups, creating approachable projects and guiding participants through the creative process.

HOPE TO
HEAR FROM
YOU SOON!