



MISTY CHOATE

GRAPHIC DESIGNER

CONTACT INFO

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ABOUT

A talented and creative individual with a wide range of experience in social media, creating products, packaging, large print catalogs, brochures, advertising, and other promotional materials. Proficient at creating new layouts designs and accompanying marketing materials for digital and print promotions. Extremely detailed oriented, and highly focused individual I am able to work in a team setting, remote or individual setting. I love to support companies to conceptualize and create new products, marketing campaigns or branding.

EXPERTISE / SKILLS

- Adobe Creative Suite
- Illustration (fine art & vector)
- Social Media Advertising
- Marketing
- Shopify
- Active Campaign
- Creator Studio
- Constant Contact
- Photography
- Product & Packaging Design
- Catalog, Print design & Pre-press
- Website Graphics
- Product Displays
- 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 Degree in Graphic Design
Utah Valley University, 2000

EXPERIENCE

RINGMASTERS, LLC / LIFEBEATS GIFTS

Lead Graphic Designer 2011 - Present

Designed religious, collegiate and inspirational products, including coordinating packaging. Produced engaging content for social media, emails and other Internet marketing. Creating large catalogs, brochures, signs, trade show materials, display signage and other printed items to promote products.

- Increased online sales by 85% in 2019 surpassing sales goals every quarter, with consistent growth since 2011, by creating downloadable design content, creating new channels for sales and partnering with marketing team to increase visibility.
- Designing top selling products holding the top product sales for several years.
- Photographed products in studio, and on individuals editing graphics utilized across various print and digital marketing channels.
- Creating and posting daily content for email newsletters, website promotions and social media for Life-beats and the other 3 sister companies simultaneously.
- Lead in working with all printing needs for Ringmasters and other sister companies.
- Researching trends in various markets to better create relevant jewelry and gifts for the company's target markets.

**MORE INTERESTING
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EXPERIENCE CONT.

BOBUNNY PRESS

Lead Graphic Designer

2007 - 2011

Developed themed paper collections and then expanded the themed designs into a full product line with 6 - 12 coordinating embellishments. Designed print and web-based advertisements, catalogs and trade show materials. Lead designer overseeing printed materials working with several different production vendors.

- .Created several successful and top selling product lines that lived on past my time at the company.
- .Designed number one selling paper lines regularly each quarterly launch.
- .Maintained company blog, design team, and website including but not limited to product photography.

PROFESSIONAL OFFICE SERVICES

Desktop Publishing / Pre-press

2002 - 2007

- Lead designer in re-creating low quality logos into updated vectors.
- Setting up documents preparing them for pre-press.
- Designing medical coding documents for medical practices (before everything became digital).

MINERAL RESOURCES INTERNATIONAL

Graphic Designer

2000 - 2001

- .Designing all product packaging and other company printed materials.
- .Working with the owner and salesmen to create any marketing materials needed.

COPY MAX DESIGN CENTER

Graphic Designer

1999 - 2000

- .Meeting all the design needs for all clients.
- .Photo editing old photos.
- .Setting up printed materials for the copy center.

OTHER ENDEAVORS

BEE'S KNEES DESIGNS

www.etsy.com/shop/beeskneesdesignshop

Owner & Graphic Designer

2010 - Present

- Create, design and sell printables and other downloadable content, including invitations, cards, party supplies, educational items, kids activities and other print/paper goods.
- Create custom decoration designs for many different clients.
- Create logo and branding for small businesses.

WE'VE GOT SKILLS

www.wevegotskills.com

Owner, Artist

2018 - Present

- Creating acrylic paintings for others to recreate at a paint night event.
- Creating acrylic painting kits for individuals to create on their own.
- Children's arts and crafts classes

