



PAIGE HAKE

Graphic Design

EDUCATION

Miami University

Oxford, Ohio
BFA in Graphic Design
Minor in 2-D Media Studies
Cumulative GPA: 3.75/4.00
Graduated May 2013

SOFTWARE/ TRAINING

Proficient

Adobe Cloud Libraries
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Audacity
Google Apps
Mac Platform
Microsoft Office Suite
Photoshelter

Familiar

Adobe AfterEffects
Adobe Dreamweaver
Adobe Flash
Adobe Soundbooth
Constant Contact
Drupal / WordPress
Final Cut Pro
Google Web Designer
HTML / CSS
Letterpress Printing
PC Platform
Technolutions Slate
Wrike

WORK EXPERIENCE

Miami University Communications and Marketing | Graphic Designer (Jan. 2016—Present)

My primary duties involve coordinating with campus stakeholders to produce a wide range of marketing collateral to support strategic university initiatives, such as recruiting students, increasing brand awareness, and bolstering the reputation of Miami University.

My top achievements include:

- Collaborating with student designers to develop a CASE and UCDA award-winning postcard series.
- Developing the creative direction on a national, multimedia ad campaign that far surpassed industry standards.
- Assisting the Director of Creative Services in leading the design team.
- Leading the tactical refresh of Miami's institutional brand (appointed by Director of Creative Services).

Antioch College | Web and Graphic Designer (Jan. 2015—Jan. 2016)

As the sole web and graphic designer of the college, I partnered with major offices on campus to design a wide range of print and digital communications for internal and external audiences. I was also tasked with updating college-wide web content through a CMS (Drupal), leading and mentoring a small group of student designers, and standardizing Antioch's brand guidelines. With this being a new position at Antioch, I established my own communications workflow, including a project intake form, a system for organizing assets on the campus server, and a spreadsheet for tracking priorities and deadlines.

Reynolds & Reynolds (Naked Lime Marketing) | Junior Designer (Mar. 2014—Dec. 2014)

I produced digital banner ads, social media graphics, sales campaign logos, infographics, and web banners for car dealerships nationwide. I was also responsible keeping the artwork asset library updated, organizing items on the server, and designing logos for internal organizations.

FREELANCE EXPERIENCE

Antioch College Alumni Relations | Graphic Designer (Feb. 2016—Mar. 2017)

I worked with the Director of Alumni Relations to create the visual identity and layout for brochures, flyers, banners, and other promotional materials for alumni events.

Miami University Advancement Services | Graphic Designer (Dec. 2013—Sep. 2014)

I designed the layout and updated the content for brochures, flyers, banners, and other print materials used for alumni marketing.

FLAME Magazine | Art Director (Oct. 2013—Sept. 2014)

I communicated with the magazine's publisher over email to design cover and print layout for the monthly issues of FLAME, Michigan's premier LGBT lifestyle and entertainment magazine.