



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 Illustrator

Adobe InDesign

Adobe Photoshop

Google Apps

Mac Platform

Microsoft Office Suite

Photoshelter

Canva

Familiar

Adobe AfterEffects

Adobe Dreamweaver

Adobe Soundbooth

Adobe XD

Constant Contact

Drupal / WordPress

Figma

Final Cut Pro

Google Web Designer

HTML / CSS

Letterpress Printing

PC Platform

Technolutions Slate

Wrike

Emma

WORK EXPERIENCE

Daxko | Graphic Designer (May 2022—Present)

I am responsible for increasing the brand equity and recognition of Daxko's house of brands by:

- Creating digital, print, and environmental marketing collateral
- Developing and refining visual brand standards
- Establishing a digital asset management system that organizes editable brand templates and design assets for marketing teammates and corporate partners to use

Miami University Communications and Marketing

Graphic Designer (Jan. 2016—Dec. 2021); Senior Designer (Jan. 2022—May 2022)

My primary duties involved 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 and presentation of Miami's institutional brand
- Directing the rollout of Canva, an online design and publishing tool, to 400+ campus communicators

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

As the sole web and graphic designer of the college I was in charge of:

- Partnering with major offices on campus to design a wide range of print and digital communications for internal and external audiences
- Leading and mentoring a small group of student designers
- Standardizing Antioch's brand guidelines
- Establishing 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, and kept the team's brand asset library organized and up-to-date.

FREELANCE EXPERIENCE

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

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

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