

# SIMONE MATTHEWS

## GRAPHIC DESIGNER

### CONTACT

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### SKILLS

- Digital Literacy
- Inclusive Leadership
- Learning Agility
- Attention to Detail
- Collaborative Communication
- Time Efficient
- Creative Problem Solver
- Traditional Printmaking
- Brand & Identity Design
- Typography & Layout Design
- Visual Storytelling

### SOFTWARES

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Lightroom
- Figma
- PowerPoint
- Word
- Excel
- Canva
- Keynote
- Procreate

### EDUCATION

**2022- May 2026**

Senior- BA in Graphic Design  
Minor in Themed Entertainment

**Savannah College of Art and Design**

GPA: 3.90

**2021- 2021**

**Valencia Community College**

### SUMMARY

I am a passionate graphic designer focused on creating immersive experiences. Inspired by new trends and the world around me, I visually story-tell by capturing the moment and experience through compelling imagery and design.

Currently, pursuing professional experience through an internship.

### EXPERIENCE

**Freelance Graphic Designer, Client-Health Communications Consultants Inc.**

**May 2025 - Present**

- Designed a custom deck of cards, ensuring cohesive hierarchy, typography, and color palette throughout all the cards.
- Developed info-graphics to present complex information in a clean, engaging, and visually appealing format
- Collaborated with the client to refine concepts, ensuring alignment with the brand identity.

**Brand Representative- Hollister Co.**

**July 2025 - Present**

- Engaged with customers and communicating the Hollister aesthetic for a welcoming shopping experience.
- Assisted customers in finding products, styling outfits, and understanding current promotions.
- Apply brand guidelines to maintain a consistent visual identity throughout the store.

**SCADPro- Sponsored Course with Beachview**

**April - May 2025**

SCAD collaborated with Beachview Energy to reimagine their brand architecture, creating distinct identity for their three divisions while maintaining the strength of their established market presence.

**Server- Jeremiah's Italian Ice**

**2021 - 2025**

- Lead day to day operations of the store while ensuring 5-star customer service.
- Train new team members on guest engagement, product preparation including following Health & Safety guidelines, cleaning procedures, and cash handling.
- Design displays to showcase products as requested by leadership.