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APRIL MILLER

I'm April Miller, a graphic designer with over 20 years of experience across a range of industries. My specialties are graphic design, art direction, branding, creative strategy, web design, motion graphics, and social media.

Prosperity Now
Remote /
Washington DC

Senior Graphic Designer

2022 - 2024

- Managed the full lifecycle of all print and digital media projects from collaborating with programmatic and Marketing colleagues on concepts, to positioning content to various audiences and executing those concepts with the in-house Brand & Creative team, vendors, and freelancers.
- Proactively met with teams in different departments to brainstorm new design ideas and concepts for emerging projects; acted as a thought partner in the beginning stages in the development of new design products and other deliverables.
- Effectively communicated with video producers, brand, digital, and marketing managers and other leaders across the organization.
- Supervised the design of Prosperity Now's websites and e-marketing tools by creating and building graphics, wireframes, e-blasts, e-newsletters and other web tools.
- Managed creative and copyediting requests from staff with weekly production meetings with Creative Team and tracked tasks through completion, ensuring deadlines are met.
- Developed graphics for Prosperity Now's social media channels.
- Produced monthly metrics reports using Google Analytics and used data to make informed design improvements on the website and social media.
- Designed all organizational collateral: reports, briefs and other publications, including the print and online versions of the Annual Report.
- Created charts, graphs and infographics for a variety of platforms and determined how to present data in ways that were accessible and appealing to a broad range of audiences.
- Created presentations and PPT templates for staff speaking at events, conferences or webinars, while maintaining a consistent look and feel.
- Developed the brand identity and collateral for VITA-Con, a bi-annual conference hosted by Prosperity Now.
- Prepared, monitored and adjusted project plans/timelines in a fast-paced environment; checked quality standards to ensure products stayed on-brand.
- Demonstrated an ability to move quickly and comfortably between multiple projects, managing them from start to finish, with a keen attention to detail.
- Worked with the Media Relations team to execute an integrated plan to strategically leverage Prosperity Now's work products and subject matter experts to heighten the organization's visibility.
- Worked with the web developer to update the Prosperity Now Website: "Our Work" area pages, mega navigation menu, policy pages and Baby Bonds content.

EDUCATION

Bachelor of Fine Arts
Virginia Commonwealth University
2003-2007

SKILLS

Professional

Graphic Design
Branding/Identity
Web Design
Social Media Marketing
Motion Graphics
Photography
Typography

Technical

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe After Effects
Adobe Premiere
Adobe Acrobat
Adobe Dreamweaver
HTML/CSS/CMS (Drupal)
Wordpress
Microsoft Office Suite
All Social Media Platforms

HOBBIES/ INTERESTS

Travel
Photography
Hiking
Meditation
Painting
Screen Printing

Various Clients
Mid-Atlantic Region

Freelance Designer

2020 - 2022

- Designed a wide variety of graphics for print materials, digital assets and motion graphics.
- Ensured projects were completed with high-quality and on schedule.
- Prioritized and managed multiple projects within design specifications and budget restrictions.
- Proven ability to be a self-starter with strong project management and creative problem-solving skills.

Lighthouse Ministries
Glen Burnie, MD

Senior Graphic Designer

2019 - 2020

- Managed creative workflow within the creative team from concept to creation.
- Designed all digital & print media including series graphics, company handbooks, promo cards etc.
- Designed promotional videos and motion graphics.
- Managed all social media accounts.
- Created digital content across social platforms. (Instagram, Facebook, YouTube)
- Merchandise Design - Managed all aspects from preprint to production. (Clothing, conference packages, swag bags, etc.)
- Managed creative volunteer team.

Asurface
Washington, DC

Marketing Director

2017 - 2019

- Developed and managed all new marketing initiatives including ads, brochure materials, email-blasts, presentations and proposals.
- Maintained brand consistency and quality of products to highest professional graphic and corporate visual identity standards, such as monitoring usage of the logo on all printed materials and ensuring creative work is consistent with the Asurface brand, strategy and standards.
- Managed all project photography including new photo shoots and archived projects.
- Controlled budgets and allocated resources amongst projects.
- Planned and executed campaigns for corporate promotions and launches of new product lines.
- Led a multi-person Creative team and worked with Consultants.
- Project Manager for website re-brand including: new aesthetics, updated project photography, new employee profiles & copywriting of all web content.

Stantec
Philadelphia, PA

Graphic Design Lead - Mid-Atlantic Region

2011 - 2016

- Worked with an exclusive team of designers to develop corporate brand standards for over 13,000 employees for the US and Canada.
- Produced high-quality deliverables under rigid time constraints.
- Developed diverse design projects including: proposals, presentations, tradeshow materials, promotional marketing collateral, ads, email marketing campaigns, brochures and social media content.
- Art directed photo shoots and managed the regional photography budget.
- Maintained strong working relationships with top marketing colleagues, architectural principals, engineers & interior designers throughout the US and Canada.
- Mentored new designers.

The Pew
Charitable Trusts
Philadelphia, PA

Records Management Coordinator

2010 - 2011

- Acted as Liaison between donors & organization.
- Processed proposals and unsolicited grant requests, created turn-down letters and prepared a quarterly report on proposal information.
- Maintained the file room including electronic filing system, paper files and highly confidential donor files.
- Reviewed new grant proposals and sub-grant packages, ensured accuracy, and archived into the e-file room for online use.

Advante
Advertising
Richmond, VA

Graphic Designer

2008 - 2010

- Managed multiple projects simultaneously, including print ads, electronic marketing, websites, brochures, annual reports and newsletters.
- Involved in all aspects of project development: Initial meeting to establish client needs, research demographic factors, choose color, photography, artwork, typography and layout of visual elements.
- Consult with copywriters, print vendors and clients.
- Video & photo editing for Richmond tourism website.

Hall & Partners
Petersburg, VA

Graphic Designer

2007 - 2008

- Provided creative services in both print and web advertising to local, regional and national clients.
- Incorporated graphics, copy, and statistical data into organized and attractive format for brochures, reports, print ads, publications, etc.
- Worked on an interactive team that developed online animated ad campaigns.
- Developed new website design for Powhatan County, a local government agency, as well as executed the technical implementation of website.

VCU School of
the Arts
Richmond, VA

Arts Department Intern

2007

- Collaborated with the Massey Cancer Center's to develop a marketing strategy for fundraising event.
- Completed layout assignments according to applicable formats & guidelines.
- Managed the VCU Arts blog.
- Assisted staff with the production and distribution of department posters, event invitations and other promotional materials for the School of the Arts.
- Handled new student inquiries via telephone and email, providing prompt answers to many frequently asked questions about admissions, portfolio review requirements, important academic deadlines, etc.
- Provided administrative and clerical support to staff members of the School of the Arts & Dean's Office.

Professional References

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