

BIANCA CHERRY

ART DIRECTOR & SENIOR DESIGNER

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Creative, strategic, and proactive Art Director with 7 years experience in graphic design and marketing inclusive of digital, print, and web disciplines. Applauded as the one who's going to get it done.

EDUCATION

M.S. Business/Branding in Art Direction

VCU Brandcenter | Virginia | 2023-2025

BFA in Graphic Design

Longwood University | Virginia | 2012 - 2016

CERTIFICATIONS



Adobe Certified Professional

Certification in Print & Digital Media Publication Using Adobe InDesign

EXPERIENCE

PRACTICE PROMOTIONS, REMOTE

Design Lead & Senior Designer | June, 2016 - May, 2023

- Managed a team of designers resulting in a 16% increase in department growth.
- Spearheaded pilot design internship program, leading to intern's promotion.
- Designed B2B marketing materials for the physical therapy industry.

MENTOR ME COLLECTIVE, REMOTE

UX Design & Research Fellow | August, 2022 - December, 2022

- Interpreted wireframes, high-fidelity mock-ups, and user experience with designers and researchers under the mentorship of Microsoft professionals.
- Managed a team of designers and researchers monitoring scheduling using Calendly.
- Lead a winning presentation in the design and case study of a travel safety app.

RICHMOND NIGHT MARKET, RICHMOND, VA

Visual Designer | February, 2020 - February, 2021

- Streamlined all promotional aspects for pilot annual city-sponsored holiday event within two weeks.
- Improved following to 4,000 followers on Instagram with effective designs.
- Coordinated virtual and in-person event branding collaborating with a creative director, media production groups, and vendors.

ZETA PHI BETA SORORITY, INCORPORATED, WASHINGTON, DC

Design Manager & Social Media Coordinator | August, 2016 - September, 2020

- Managed various social media platforms resulting in 700 increased followers.
- Directed concepts for print and digital media leading to over 50 templates.
- Developed documentation, logos, and apparel for the Virginia State Director.

SOFTWARE TOOLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe XD
Premiere Pro
Figma
After Effects
Miro
Final Cut Pro X
Midjourney

SKILLS

Graphic Design
Typography
Motion Graphics
Art Direction
Advertising & Branding
Social Media
Storytelling
UX/UI Design
Parallel Parking