

Tirza Nicole Chase

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Highly skilled graphic designer with a Master of Arts in Interactive Media and a Bachelor of Science in Graphic Communication Systems. Recognized for creative excellence in graphic design, with proven ability to create engaging visual content and boost brand recognition through social media, marketing campaigns, and website redesigns. Proactive and organized professional with experience in managing projects, working under tight deadlines, and collaborating with team members. Possess a Secret Clearance and proficient in Adobe Creative Suite, HTML, CSS, JavaScript, and Bootstrap.

PROFESSIONAL EXPERIENCE

IBM United States Air Force Civil Engineers, Washington D.C. | 2022 - Present

Lead Graphic Design Contractor – Secret Clearance

- Curates static and motion graphics for the United States Air Force Civil Engineers to be properly highlighted within the Pentagon and to all 750 US Air Force bases around the world.
- Provides visual communication aid to the marketing team which has helped reach 2.35 million in engagement metrics to stakeholders and clients.
- Creatively utilizes previously used assets and photos to assist the team by building fresh new content for our social media.
- Designs underneath a tight schedule, outputs 5-7 designs a week for social media, presentations, digital assets, or printed materials.

Boone Group, LLC., Washington, D.C | 2021 – 2022

Art Director

- Executed multiple fast-turnaround projects simultaneously whilst managing the overall brand of Boone. Managed federal clients that partner with the company by providing visual engagement for their social media and helped renew 2 multi-million-dollar contracts. Spearheaded visuals for proposals such as the CEO's TEDx presentation in 2021.
- Boosted social media by 200% gaining 500+ followers in the first 8 months by using visual elements and working with the marketing team to ensure lead engagement.
- Orchestrated website redesign by wireframing, testing, and initiating new brand guidelines for overall company yielding a surge in site traffic by 223%.

The P.O.L.A.R. Movement LLC., Washington, D.C | 2016 – 2022

Chief Design Officer

- Utilized Photoshop, Illustrator, InDesign, AutoCAD, and CLO3D to create shirts, logos, advertisements, and flyers for all marketing materials. Led the creative vision of all designs and event presentations.
- Boosted social media to 12K followers on Instagram with original animations and reels created on After Effects by 133%
- Increased productivity with our best collection's sales peaking at nearly \$10,000 by providing proper tech packs to global manufacturers to ensure smooth and precise production of all merchandise.

Bermuda Heart Foundation, Hamilton, Bermuda | 2019 – 2020

Lead Graphic Designer

- Brainstormed creative solutions for a re-design of the foundation's logo through visuals and typography with little direction. Increasing their following by 78%.
 - Sketched and curated original icons for the Bermuda Heart Foundation. Created style guides for the logo, website rebrand, and social media marketing.
 - Created motion graphics for the logo and the donation page featured on their rebranded website using Adobe After Effects.
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EDUCATION

Elon University, Elon, NC | 2019 – 2020

Master of Arts, Interactive Media

- Concentration: Visual design, UX/UI, Human Computer Interaction (HCI), website design
- Traveled to Hamilton, Bermuda on a project for the public good to redesign a local company's business

North Carolina Agricultural and Technical State University, Greensboro, NC | 2015 – 2019

Bachelor of Science, Graphic Design Technology

- Concentration: Visual design management, UX/UI, color theory, website design, package design, technical drawing
 - Awards: Dean's Academic Citation Award 2019. Co-Editor in Chief of Ayantee Yearbook (2017-2018), President of Couture Productions (2018-2019), Alpha Kappa Mu Member, Print and Graphics Scholar, Facebook University Product Designer Finalist (2018)
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SKILLS & OTHER

Adobe Illustrator | Adobe Photoshop | Adobe Premiere | After Effects | DreamWeaver | Adobe InDesign | HTML | CSS
Adobe XD | JavaScript | Bootstrap | GSAP | jQuery | Adobe Certified Associate (2013) | Hootsuite Platform (2020) |
Hootsuite Social Media Marketing (2020) | Secret Clearance (2022)

