



Liam Owen
 Graphic Designer
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Experience

**South Carolina
 Education Lottery**
 Graphic Designer
 2023–current

Conceptualized the look and feel of various campaigns. Created designs for diverse channels, contributing to ideation and media placement strategies. Ensured consistency across (OOH), Social, POP, event, broadcast, and environmental channels. Worked on ad-hoc design projects.

**USC Athletics
 Creative Media**
 Graphic Design Intern
 2021–2023

Created graphics for internal and external use, supporting social media, recruitment, environmental design, and print collateral. Contributed to the art direction and set design of media day photoshoots, showcasing creativity and attention to detail. Played a key role in training new hires on Adobe Photoshop best practices and brand standards.

Dimiour
 UI/UX Design Intern
 2022–2023

Designed wireframes and high-fidelity prototypes for a vehicle rental app targeting overseas markets, utilizing UX/UI design skills. Assisted in creating user flows and stories, contributing to optimal user experiences. Supported the production of marketing presentations for app/startup concepts.

Alpha Sigma Phi
 V.P. of Communications
 2022–2023

Led a committee to run the fraternity chapter’s online presence, including E-mail campaigns, Instagram, Facebook, and the creation of a website. Since taking office, social media accounts have recorded a 20.9% increase in accounts reached, a 42.5% increase in accounts engaged, and a 49.7% increase in followers.

RKD Group
 Production Artist Intern
 2022–2022

Designed mock-ups for print marketing campaigns with a focus on client requests and style guides. Assisted in executing A/B direct mail campaigns for non-profit clients, emphasizing attention to detail. Formatted final campaigns for print according to various vendor specifications.

**Koger Center
 for the Arts**
 Graphic Design Intern
 2020–2020

Created graphics and layouts for use in websites, print, and social media working within established style guides. Developed marketing and promotional material for events & concerts. Created print and banner ads for placement in local magazines and websites

Education

BFA in Graphic Design & Illustration
BA in Media Arts
 University of South Carolina
 Graduated *magna cum laude*

Awards

Judges Choice Student ADDY Award (AAF Midlands)
 Gold Student ADDY Award (AAF Midlands)
 Silver ADDY Student Award (AAF Midlands)
 Undergraduate Excellence in Graphic Design (UofSC)
 Work featured in *Becoming Culturally Competent Design Educators: Pedagogy of Inclusion*

Skills

Art Direction
 Graphic Design
 Campaign Strategy
 Print Design
 Web Design
 Social Media Design
 UI/UX Design
 Brand Design

Toolkit

Adobe Photoshop, Illustrator, InDesign, & After Effects
 Microsoft Word, Excell, and PowerPoint
 Figma
 Wordpress
 Artivate
 Jira/Atlassian
 Miro
 Basecamp
 HTML/CSS