

connor alyse hoelle

graphic designer + artist



connoralyse.com



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Cincinnati, OH

ABOUT

Experienced graphic designer and typography nerd, proficient in designing for both print and digital platforms. Functions best in roles that encourage independent growth in a team-oriented environment. Develops creative talent with each new project and opportunity. Outside of work, I enjoy immersing myself in the magic of books, going on family walks, and serving on the worship team at All Church.

PROFICIENCIES

- Typography + handlettering
- Conversational Spanish
- Creative innovation
- Big-picture planning
- Strong problem resolution
- Adapts quickly + easily
- Maintains positive environment
- Works efficiently under pressure

SOFTWARE + PRODUCTION

ILLUSTRATOR



PHOTOSHOP



INDESIGN



HUBSPOT



WORDPRESS



PROCREATE APP



RECENT EXPERIENCE

SENIOR GRAPHIC DESIGNER

2022 – Present

GRAPHIC DESIGNER

2019 – 2022

SentriLock

Marketing real estate technology, managing brand consistency, designing and overseeing all marketing collateral (print and digital), providing art direction and assignments for outsourced projects, hiring and onboarding new designers, developing relationships with third-party vendors, website strategy and project management, reforming brand standards through company growth, etc.

GRAPHIC DESIGN INTERN

Summer 2018

Pure Romance

Designed graphics for social media, product packaging, web, television, apparel, posters, and brand swag. Arranged layouts for catalogs and product packaging dielines. Edited product photography, assisted in photo shoots, created mockups for website, prepared and approved print files, gathered research for product development and packaging, etc.

EDUCATION

GRAPHIC DESIGN ASSOCIATE DEGREE

2015 - 2018

Cincinnati State College

MUSIC EDUCATION

2012 - 2014

Baptist Bible College

Scholarship recipient for promoting and representing the school as a recruiter on the traveling vocal team.

CREATIVE INDEPENDENT WORK

CUSTOM MURALS + HAND-LETTERING

Bespoke painted murals, digital and hand-made goods for weddings, restaurants, pop-up shops, events, client homes, and more.

APPAREL DESIGN

Small business venture creating t-shirt designs with my husband.

FOSTER CARE PLANNER DESIGN

Currently designing a weekly planner to accommodate the unique complexities of a foster care family schedule in collaboration with foster care professionals.