Talia Winters

Austin, TX · talia.winters@example.com · (512) 555-0125 · linkedin.com/in/example-talia-winters

My Key Qualifications

- **1 year of paid graphic design** at a DTC home goods ecommerce brand, October 2025 to present, within the role's 0-to-2-year range.
- Built campaign assets in **Photoshop, Illustrator, and InDesign**, preparing production-ready files for email, paid social, website banners, and Amazon listings.
- Delivered **186 final assets across 14 seasonal and promotional campaigns**, all on schedule, adapting approved concepts per channel under senior direction.
- Supported **9 product launches** with promotional graphics, light retouching, and image cropping, cutting launch-update turnaround from 3 days to 2.
- Reorganized the team's **Figma asset library** with standardized templates, saving about 1 hour per campaign across 6 recurring formats.
- BFA in **Communication Design** (Texas State, 2025) with typography and brand identity coursework, plus a home goods packaging capstone shown at the year-end exhibition.

Experience

Junior Graphic Designer — **Mosaic Weighted Blankets**, a direct-to-consumer home goods ecommerce brand

Oct 2025 – Present · 1 yr 1 mo

- Designed digital assets for 14 seasonal and promotional campaigns across email, paid social, website banners, and Amazon listing modules, delivering 186 final assets on schedule over 12 months by building layouts in Photoshop, Illustrator, and InDesign from senior designer direction.
- Supported 9 product launches with promotional graphics, light retouching, and image cropping for ecommerce listings, cutting average creative turnaround for launch update requests from 3 business days to 2 through reusable templates and production-ready files.
- Resize and version campaign creative for email, paid social, website banners, and marketplace listings while maintaining brand standards.
- Reorganized the team's Figma and shared-drive asset library for 6 recurring campaign types, standardizing file names and separating approved assets by channel and season, saving about 1 hour of search and handoff time per campaign.

Education

- **Texas State University** — Bachelor of Fine Arts in Communication Design · 2021 – 2025 · Relevant coursework: Typography, Digital Imaging, Publication Design, Brand Identity, Web Design

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Projects

- **Home Retail Packaging System Capstone**
  Designed a packaging and digital launch system for a student-run home goods retail concept, covering product cards, email graphics, and marketplace-style listing visuals. Selected for the program's year-end student exhibition as part of a 6-piece campaign system.
  Tech: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Figma
- **Campus Arts Event Email Series**
  Created a branded email and social graphic series promoting a semester event lineup for a campus arts office. Contributed to 3 event emails that raised average student RSVPs by 18% over the prior semester's benchmark.
  Tech: Adobe Photoshop, Figma, Adobe After Effects

Skills

- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma
- **Design & Production:** Typography, Brand Consistency, Production Design, Photo Retouching