

# SERENA FANTOZZI

## ILLUSTRATOR + GRAPHIC DESIGNER

📞 440 429 6777

in [Design Portfolio](#)

🏠 Rocky River, OH

✉️ fantozzillustrations@gmail.com

### EDUCATION

**Kent State University |**

*Bachelors of Arts*

**Major | Visual**

Communication Design

**Minor | Marketing**

**GPA | 3.447**

### SKILLS

#### // OFFICE

Microsoft Office (Excel,

PowerPoint, Word)

Microsoft Teams

Zoom

#### // GRAPHIC DESIGN

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

AfterEffects

ProCreate

Clip Studio Paint

#### // INTERPERSONAL

Communication

Marketing Strategy

Social Media Marketing

Graphic Design Strategy

Market Research

### WORK EXPERIENCE

#### Thompson Hine LLP

*Graphics Assistant*

**Cleveland, OH**

*Nov 2021 - Present*

- Provided various services including graphic, administrative, and marketing throughout a law firm of over 1,000 employees as well as clients.
- Created graphics for emails, products, social media posts, and web.
- Worked with sponsors outside of the firm to create graphics or to provide them with graphics for partnerships.

#### Cleveland Museum of Art

*Gallery Guard*

**Cleveland, OH**

*Mar 2021 - Oct 2021*

- Act as security as well as an educator to patrons of the museum. Tasks include inspecting and patrolling galleries, assisting patrons with questions pertaining to the museum or specific pieces, and maintaining a professional but welcoming atmosphere to visitors new and old.
- Strong understanding of arts and art history both before being hired for the position and while currently employed.
- Utilized interpersonal skills to clearly and respectfully educate patrons about specific pieces of work, as well as assisting them with other inquiries they may have regarding the museum.

#### SUPERBANDS

*Graphic Design & Social Media Marketing Intern*

**Remote**

*May 2020 - Jul 2020*

- Single-handedly designed 20+ illustrations and posts for the organization, having an overall reach of 967 followers through Instagram.
- Launched a social media strategy for over 3 months via Instagram and email marketing, ultimately growing followers by 10% through graphics and strategic messaging.
- Collaborated with the founder and lead team to conduct market research on mental health resources across culturally diverse communities to express via illustrations.

#### Luna Negra Magazine

*Illustrator*

**Kent, OH**

*Aug 2019 - May 2020*

- Designed all promotional materials including posters & buttons, and 3 illustrations for the magazine through utilizing Photoshop and Adobe Illustrator.
- Implemented a cross-functional social media strategy for the magazine, reaching 20K viewers and readers over a 1-year period.

### AWARDS & ADDITIONAL EXPERIENCE

**Best Illustration Award | Kent State University Juried Art Show**

**2018**

**Children's Book Illustrator | Sunny Day Publishing**

**2019-2020**