

TORI WATSON

GRAPHIC DESIGNER

Los Angeles, CA

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toriwatsondesign.com

Graphic designer blending 6 years of agency and in-house experience with a critical, research-based practice. Expertise spans social/digital/print advertising, branding, motion, and web, with a focus on emerging technology and experimental typography.

WORK EXPERIENCE

GIRLS GROUP

Graphic Designer

10.2024 - Present

As sole designer, manage the complete brand ecosystem, from print collateral, to the WordPress site, to social media, to newsletters, to data reports, to amplify the nonprofit's mission of empowering young women.

Conceptualized, strategized, and executed comprehensive fundraising campaigns end-to-end, which became the organization's top-performing efforts to date.

CONVERSION INTERACTIVE AGENCY

Graphic Designer

08.2022 - 08.2024

As one of four designers managing projects for over 100 clients, executed comprehensive advertising campaigns across print, digital, social, and web platforms.

Produced one of the agency's highest-performing campaigns for Red Classic, driving 180K+ impressions and 360 leads at a \$13.17 CPL.

Concepted and designed an inclusivity-focused trade show booth for Walmart; the successful concept was expanded into a bilingual company-wide campaign.

EDUCATION

MFA GRAPHIC DESIGN
Otis College of Art and Design
08.2024 - 05.2026

BA ART HISTORY
The University of Georgia
Honors Program – GPA 4.0/4.0
08.2018 - 08.2022

BA COMPARATIVE LITERATURE
The University of Georgia
Honors Program – GPA 4.0/4.0
08.2018 - 05.2022

COMMUNITY

ART JUDGE
Ted Lieu's Congressional Art Competition
05.2025

Selected as one of five judges, evaluating high school student artwork and presenting the Painting Honorable Mention award.

ATHENS MURAL ALLEY
Athens Downtown Development Authority
03.2021 - 05.2023

Selected from 40 applicants as one of 7 muralists in the city's "Here and Now 2021" initiative, chosen for the design's emphasis on unity.

6S BREWING COMPANY

Graphic Designer

11.2018 - 08.2022

Created the brewery's first-ever packaging, a series of six beer can labels, introducing a signature hand-drawn illustrative style that was adopted as the cornerstone aesthetic for all future brand applications.

Launched and managed all social media accounts, growing the following from 0 to 1,200+ followers and establishing a consistent online aesthetic.

SKILLS

DESIGN

Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects, Premiere, Express), Canva

WEB, UI/UX

Figma, HTML, CSS, Webflow, WordPress, Cargo, prototyping

PRODUCTIVITY

Microsoft Office Suite, Google Workspace, Teams, Notion, Slack, client communication, project management

AWARDS

WOW AWARD

Conversion Interactive Agency
12.2023

Selected as one of five judges, evaluating high school student artwork and presenting the Painting Honorable Mention award.

UGA AMAZING STUDENT

The University of Georgia
06.2021

Recognizes student accomplishments beyond academics. Awarded for community involvement and for service as President of UGA's UNICEF chapter.