ELLEN PORTER

Graphic Designer

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ellenrporter.com

I am currently a senior at the University of Southern California pursuing a BFA in Design at the Roski School of Art and Design and a minor in Marketing at the Marshall School of Business. My work is centered around visual brand identity and user interface design through modes of typography, print, and illustration. From conception to development to completion, I am guided by color, tactility, and composition in my design practice.

EXPERIENCE

Nav.it
UX Design Intern
Aug 2023 – Dec 2023

Assisted in app interface development through the creation of user flows and wireframes. Redesigned website interface during a rebranding initiative.

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Roam Free Ranch
Brand Designer
May 2023 – Aug 2023

Established a visual brand identity for Hightail Ranch, a subsidiary of Roam Free Ranch. Identity system included print and digital assets.

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Pi Beta Phi Sorority
Head Apparel Designer
Jan 2022 – Aug 2023

Responsible for the creation and distribution of merchandise for philanthropic events at the University of Southern California.

EDUCATION

BFA Design
University of Southern California
2020 – 2024

Roski School of Art and Design
Los Angeles, California
GPA 3.7

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High School Diploma
Seattle Preparatory High School
2016 – 2020

Seattle, Washington
GPA 3.8

SKILLS

Tools

· Adobe Creative Suite
· Figma
· HTML / CSS

Brand Strategy

· Visual Identity
· Artistic Direction
· Corporate Positioning

Print

· Packaging
· Brand Collateral
· Publication
· Signage
· Editorial Illustration

Digital

· UX / UI
· Website Development