

ZOË FRANCES CARR

About

I am a fourth-year student at the University of San Francisco from Seattle, Washington working towards my B.A. in Design.

I am interested primarily in book design, branding, and product packaging. However, I am excited to expand my knowledge and skills to many different design disciplines and techniques! I am driven by a perpetual quest for inspiration and a deep appreciation for the small and wonderful things in life.

Education

University of San Francisco

Bachelor of Arts in Design
(2021 - Graduating May 2025)
→ Deans List
→ Hilltop Academic Scholarship
→ Deans List

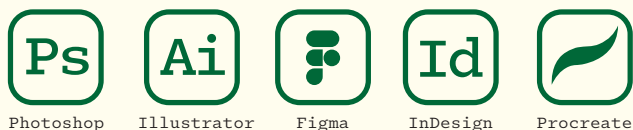
Garfield High School

Seattle, Washington
High School Diploma
(2016 - June 2021)
→ Honor Roll
→ Varsity Soccer
→ Philosophy Club

Personal Skills

- Self-Starting
- Detail-Oriented
- Team Collaboration
- Enthusiastic about Learning
- Creative Ideation
- Professional Communication
- French Fluency

Technical Skills



- typeface design
- basic HTML and CSS
- book binding, sewing, collage
- editorial graphics & illustration
- layout and publication
- data visualization

Work Experience

The Graphics Center

Assistant Manager (May 2024 - Present)
Designer (January 2024 - May 2024)
Junior Designer (Aug 2023 - Jan 2024)

In this role, I work with clients to develop promotional materials for school organizations and their events. My work at the Graphics Center includes projects such as logos, rebranding, merchandise design, event posters, social media content, digital signage, and article graphics for the school newspaper: the USF Foghorn.

- Collaborating with five other designers
- Meeting weekly for presentation, critique, and ideation.
- Communicating with clients via email, zoom, and in-person meetings. Developing materials and ideas with clients; mood-boards, interviews, concept brainstorming
- Managing up to three different projects at a time.

ACLU National Office

Graphic Design Summer Intern
(June 2024 - August 2024)

- Designed assets for print and digital platforms; advertising campaigns, merchandise, slideshows, social media content, and website graphics employing the ACLU's existing brand guidelines.
- Presented original campaign and merchandise concepts, design trend reports, and research presentations to creative team.
- Provided and received feedback during meetings to refine ideas and ensure alignment with the ACLU's goals and branding guidelines.

Contact

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