

# COLIN HALL

GRAPHIC DESIGNER & ARTIST

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## OBJECTIVE

Use my multidisciplinary art background to create unique and effective designs that communicate and inspire.

## WORK EXPERIENCE

2015-NOW

### University of St. Thomas (St. Paul, MN)

Graphic Designer

Assisted in the university's re-branding and launch efforts. Designed assets for print, digital and social, including icon design, illustration, animation and video work. Led efforts to launch new workflow process and software, including training team members.

2011-NOW

### Freelance (USA)

Graphic Designer

Designed identity systems for clients including TLC Early Learning Center, Organic Happiness, and Crafter's Haven. Created collateral for organizations like MACAC, Eau Claire Jazz Inc., Chippewa Valley Youth Symphony, etc. Illustrated, designed, and self-published a children's book with a local author.

2013-2015

### Lancer Hospitality (Mendota Heights, MN)

Graphic Designer I

Worked with in-house design team to create and refine visual identities for various dining locations and improve user experience for diners. Designed posters, menus, direct mail pieces, ads, etc. Operate and assist with in-house print shop.

2011

### Split Rock Studios (Arden Hills, MN)

Artist

Created sculpted works primarily for museum exhibits. Translated drawings and small-scale models to finished pieces. Problem-solved to maximize structural integrity and minimize cost. Worked with a variety of materials and paints to create realistic pieces. Collaborated with other artists and designers to complete projects.

## EDUCATION

2006-2010 **Univ. of Wisconsin-Eau Claire**  
B.F.A. in Painting

## PROGRAMS



Illustrator



Photoshop



InDesign



Dreamweaver



Lightroom



Animate



MS Office

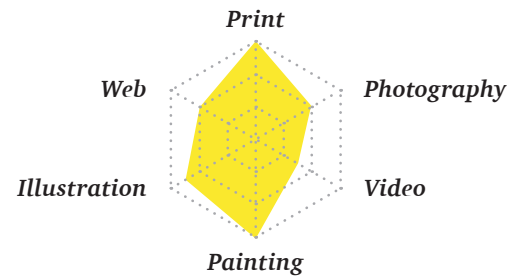


Wordpress

## SKILLS

- Passion for simple, effective, & aesthetic design across digital and print media
- Familiarity with various marketing techniques
- Hard-working and driven to create great work
- Excellent communication skills
- Time management with an attention to detail
- Creative problem-solver
- Charismatic and fun-loving personality
- Knowledge of current and emerging trends

## MEDIUMS\*



\*Distance from center = experience

## AWARDS

2016 GDA In-House Design Awards (2)