

Sierra Ford

EDUCATION

Graphic Design BFA

SUNY NEW PALTZ

MAY 2022 GRADUATION

GPA 3.5, Dean's List: Fall 2018—Spring 2022

RELEVANT COURSEWORK

- Adv. Typography
- Motion Design
- Design for the Web
- Design Research
- Interaction Design
- Data Visualization

Market Research Intern

TIM CLARK ASSOCIATES

JANUARY 2021 — MAY 2021

Top performing intern. Conducted 100+ phone calls daily to collect B2B market research data in order for Hudson Valley Credit Union to identify potential improvements to enhance clientele experience.

Co-Art Director

THESIS SHOW: EVENT BRANDING

SUNY NEW PALTZ

MARCH 2022 — MAY 2022

Worked with a team to create a visual identity for the event highlighting graduating seniors. Created printed promotional materials including postcards, vinyls, and printed matter to be given out at the event. Curated and installed vinyls.

PROFESSIONAL EXPERIENCE

Social Media Intern

KLEOS+KLEA SKINCARE

MARCH 2025 — SEPTEMBER 2025

Graphic Design Consultant

KLEOS+KLEA SKINCARE

SEPTEMBER 2025 — PRESENT

Creation of sales sheets, instructional manuals, and other internal documents. Assigned to the creative direction of successful product launches. Creation and scheduling of social posts, marketing emails, and branded visual content using the Adobe Suite, Canva, and Klaviyo, occasionally shooting images and videos to be used as content. Creation of printed and promotional materials for brand collaborations with various magazines, Urban Zen, 1Hotel, and Mustique Island while remaining in contact with printers.

Brand Designer

FREELANCE AT GALLERY NORTH

FEBRUARY 2023 — AUGUST 2023

Worked to create a marketing plan for a capital campaign. Designed a logo for the proposed project in accordance with the existing logo family. Worked with architects files to create realistic mock ups, financial data to create easily digestible charts, and historical materials to create a printed book that accurately conveyed the motif of the campaign.

SKILLS

PROGRAMS

Illustrator	After Effects	Microsoft
Photoshop	Adobe Creative Suite	Klaviyo
InDesign	Klaviyo	Slack
Premiere Pro	Acrobat	Wordpress

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Art Teacher

ONE RIVER ART SCHOOL

JANUARY 2023 — AUGUST 2023

Instructor for various visual art styles including drawing, painting, sculpture, animation, and manga. Taught students how to create digital art using Adobe Photoshop. Implemented personal findings into all lessons to ensure students have a richer understanding of their chosen medium. Taught ages 5-18.

Junior Web Designer

ETL ADVERTISING

SEPTEMBER 2022 — JANUARY 2023

Worked under a tight deadline with the project manager to design at least 3 web assets, email blasts, and social media graphics each week for several fashion and B2B clients. Altered designs to be used for a variety of platforms. Designed websites for clients with online stores and communicated with developers to ensure the best result for each client. File organization across Adobe Creative Cloud, iCloud, Google Workspace, and Asana.

Social Media Assistant

SCHOOL OF FINE AND PERFORMING ARTS

SUNY NEW PALTZ

SEPTEMBER 2020 — MAY 2021

Created promotions for various events including theater productions, guest speakers, and other events within the school. Designed for printed materials, digital displays, and social media. Designated photographer for events. Posted on social media, engaging with students through interactive posts and physical installations to encourage creativity during the pandemic.

OTHER

Freelance

DECEMBER 2017 — PRESENT

Work with clients to provide an attractively designed solution to brief or concern. Some include: podcast production, photobooth templates, merch, window vinyl graphics, business cards, and personalized illustrations used in a variety of mediums.

Language Assistant

COMUNIDAD DE MADRID, SPAIN

OCTOBER 2023 — JUNE 2024

Provided an accurate representation of American culture to a vocational school (ages 18+) in Madrid, Spain. Prepared and executed lesson plans and engaging slide shows on grammar and interesting cultural topics to ten classes per week.

Google Workspace

Final Cut Pro

Figma

Canva

PowerPoint

DESIGN

Branding	Instagram Graphics	Color Theory
Logo	Email Design	Page Layout
Packaging	Web Design	Photography
Print	UX / UI	Typography
	CSS & HTML	Data Visualization

PROFESSIONAL

Advertising	Attention to Detail
File Organization	Communication
Creativity	Team Building
Adaptability	Presentation Skills
Marketing	Time Management
Event Planning	