

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
Photoshop
InDesign
Premiere Pro

After Effects
Adobe Creative Suite
Klaviyo
Acrobat
Rhino

Microsoft
Klaviyo
Slack
Wordpress
Elementor

Google Workspace
Final Cut Pro
Figma
Canva
PowerPoint

DESIGN

Branding
Logo
Packaging
Print

Instagram Graphics
Email Design
Web Design
UX / UI
CSS & HTML

Color Theory
Page Layout
Photography
Typography
Data Visualization

PROFESSIONAL

File Organization
Creativity
Adaptability
Marketing

Advertising
B2B Marketing
Podcast Production
Customer Service
Event Planning

Attention to Detail
Communication
Team Building
Presentation Skills
Time Management

[SIERRAFORDD.COM](https://sierrafordd.com)

SIERRANICOLEIDESIGNS@GMAIL.COM

[LINKEDIN.COM/IN/SIERRA-FORD](https://www.linkedin.com/in/sierra-ford)

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.