



# VIVIENNE MCCONE

GRAPHIC DESIGNER | STORYTELLER

## CONTACT

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## AWARDS & HONORS

Marcom Awards, 2023

Gold Award Winner - Allied Van Lines Video Series

Marcom Awards, 2022

Gold Award Winner - DHA Emergency Rental Assistance Video

GD USA Magazine, 2021

American Package Design Award Winner

Savannah College of Art and Design

BFA Graphic Design, Summa Cum Laude

Minor in Writing, 2016-2020

The Westwood School

International Baccalaureate Diploma, June 2016

## DESIGN SKILLS

Adobe CC

Branding

Social Media Design

Motion Design

B2B/B2C Marketing

Print Design

Package Design

Photography

Photo Editing

Illustration

UX/UI Design

Copywriting

## REFERENCES

Cruz Torres

254-652-9088

[cruzbydesign@gmail.com](mailto:cruzbydesign@gmail.com)

Haley Broski

210-218-8076

[haleybee14@gmail.com](mailto:haleybee14@gmail.com)

Keith Bates

214-585-1016

[keithjbates@gmail.com](mailto:keithjbates@gmail.com)

## EXPERIENCE

FREELANCE | McCone Studios

February 2024 - Present

SENIOR GRAPHIC DESIGNER | CONNECTIVE Agency

May 2021 - March 2024

- Led design for a major private healthcare client covering seven Southeastern and Midwest states in all visual content for internal and external communications, branding, social media, events, and acquisition communications and deliverables reaching over 3,700 employees and families
- Acted as the lead designer for the agency social platforms and external communication designs for insight content, as well as animated website content
- Led design for a major metropolitan housing authority serving 55,700 people across multiple social media channels and sub programs, as well as event materials a mural in their HQ, and animating an informational video series on Public Housing and Housing Choice Voucher processes for their website redesign
- Collaborated with team members and departments across multiple agency clients for branding projects, event design, website design, administrative duties, and client relationships responsibilities
- Animated educational and advertising short and long-form videos for multiple housing authorities, transportation companies, and education agencies

GRAPHIC DESIGN INTERN | J.O. Agency

December 2018, June - August 2019

- Assisted in creating graphics for various clients across multiple brands including presentation design, social media, and event materials
- Designed presentations, conference materials and annual reports for Near South Side
- Collaborated with other interns to produce weekly business and interview vlog, Cup of J.O.
- Researched and wrote reports for B2B and SEO optimization for social media platforms

## EXPERTISE

Marketing and Advertising, Healthcare (Hospice & Palliative Care, Home Health Care, Pediatrics), Affordable and Public Housing, Corporate and Residential Relocation, Education, Nonprofits, Cosmetics, Lighting Design, Manufacturing