



TORIBOYKINS

GRAPHIC DESIGNER

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EXPERIENCE

KANSAS CITY ROYALS *Graphic Designer* February 2019 - Present

- Provide fresh and innovative ways to execute creative concepts while working within brand guidelines
- Identify inefficiencies in the creative request submission process and work with the creative team to make improvements that significantly decrease project delivery time
- Manage seasonal intern; assign projects, reinforce design principals, provide constructive feedback and support their professional development

KANSAS CITY CHIEFS *Graphic Design Assistant* March 2018 - February 2019

- Collaborated with internal departments to provide design solutions in the form of fliers, invitations, email templates, ads, social media graphics, stadium signage, and scoreboard graphics
- Assisted design team in creating ideas and concepts to build out large-scale campaigns throughout the football season

INVESTMENT PROFESSIONALS, INC. *Creative Designer* May 2017 - February 2018

- Designed all marketing collateral, campaigns, logos, and stationery for IPI and the 100+ financial institutions we serviced across the US
- Coordinated with executives, department heads, financial advisors, and sales assistants to provide design solutions to grow their business

CERTIPHI'D DEZIGNZ, LLC *Owner* May 2011 - August 2017

- Focused on painting and designing woodwork and apparel for fraternities and sororities nationally
- Built a community of over 13,000 subscribers across multiple platforms by implementing an aggressive social media strategy

J12 DESIGNS *Graphic Design Intern* August 2016 - December 2016

- Constructed user-friendly web layouts, published sites to servers using FTPs, and managed site content for clients through WordPress
- Formulated designs for various logos, business cards and marketing collateral for clients in multiple industries

EDUCATION

PURDUE UNIVERSITY, MAY 2011
Bachelor of Arts, Interior Design

SAN ANTONIO COLLEGE, DEC. 2016
Certificate, Communication Design

SKILLS

SOFTWARE

Photoshop
InDesign
Illustrator
Lightroom
Premiere Pro
XD
Microsoft Office

PROFESSIONAL

Digital Design	Brand Management	Typography
Print Design	Creative Direction	Compositing
Logo Design	Time Management	Event Branding
Brand Identity	Client Relations	Photography
Brand Strategy	Conceptual Thinking	Layout
Web Design	Photo Manipulation	Apparel Design