

KACEY SODERQUIST



Graphic Designer

UX Design & Brand Identity

EXPERIENCE

Graphic Design Internship

The Roark Group
May 2022- July 2022

While working at The Roark Group I had the privilege to work with the LPGA and Walmart to create designs for their Confidence Courtyard. I also worked on SketchUp to create mockups for Walmart's Holiday meeting. When I wasn't designing, I was learning what happens after the design leaves my computer. I learned dye lines and when to use RGB and CMYK. I even had the pleasure of applying vinyl to Walmart logos and countertops.

Graphic Design Internship

New Life Ranch
February 2021- February 2022

This Internship stretched my skills in many ways. One constant part of my job was to run their Instagram account, which I took from 99 followers to 1,063 followers. I also created both merchandise to be sold in the camp store and promotional ads for the camp. During the summer months, my job expanded to doing photography for the different age groups of campers and posting them online for their parents to enjoy.

Canteen Manager

New Life Ranch
May 2019 - July 2020

Over the summer I was the manager of the camp store. This encompassed two locations and we sold everything from warm cookies to cozy sweatshirts. I even got to work with companies like Isee and Pepsi every week. I was blessed with two assistants all summer and then a new group of out-of-cabin counselors every week. This job helped me grow my social and conflict-resolution skills.

CONTACT

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EDUCATION

John Brown University
Bachelor of Science in
Graphic Design
Minor in Marketing

VOLUNTEER

Marketing Committee Design Representative

Childrens Advocacy Center
January 2022- Present

Photographer

Flint & Steel Run
2021, 2022

Nursing Home Ministries

John Brown University
August 2021- December
2021

TOOLS

Illustrator
InDesign
Photoshop
XD
Sketch Up
Screen Printing
Ceramics

