

Carla Long

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ABOUT

More than 15 years of creative experience in positions demanding high level creative, organizational, administrative and interpersonal skills. Adept at creating distinctive graphic designs and brand identities covering a diverse range of print media while meeting the needs of clients, project requirements and budgets.

EXPERIENCE

Graphic Designer / Cool People Entertainment

Stockbridge, Georgia [01.00 - present]

Cool People Entertainment is a video production, photography, music, screenplay company.

- Concepting, layout, design, typesetting and art production. Coordinate print production. Develop advertising concepts and designs into final art for dvd covers, cd covers and posters.

Graphic Designer / SWAC

Atlanta, Georgia [09.06 - present]

SWAC is the Southwestern Athletic Conference football teams covering 10 colleges.

- Produce still graphics for on-air and taped portions of football television broadcasts.

Graphic Designer / Georgia Public Television

Atlanta, Georgia [05.99 - 03.05]

Georgia Public Television is a 9 station television network serving Atlanta & all of Georgia.

- Developing design briefs by gathering information and data to clarify design issues; thinking creatively to produce new ideas; using innovation to redefine a design brief and meet the constraints of cost, time and client; worked in a team, with printers, copywriters, photographers, other designers, account executives, website designers and marketing specialists; Produce still graphics for on-air and taped portions of television broadcasts, using electronic video equipment.

- Responsible for creative direction and professional look of all design components (including Preview guide design, annual reports, program guides, photography and print production) for publications distributed to well over 50,000 members.

Graphic Designer / WNCT

Atlanta, Georgia [01.02 - 01.03]

WNCT is a CBS television affiliate based in Fayetteville, North Carolina.

- Completed re-branding design of hurricane tracker.

EDUCATION

The Art Institute of Atlanta

Atlanta, Georgia [97 - 99]

Associates of Arts Degree in Graphic Design

Georgia Perimeter College

Decatur, Georgia [95 - 97]

Required Studies

HONORS

PIAG (Print Industry Association of Georgia) Awards for outstanding layout design.