

# SAVANNAH WINCHELL

Graphic Design & Marketing

| savannahwinchell@gmail.com | Denver, CO | <https://www.swinchelldesign.com/>

## PROFESSIONAL OVERVIEW

Savannah Winchell is a recent graduate of art history and graphic design at Ithaca College. She is adept on all social media platforms, as well as the Adobe Creative suite, Microsoft Office suite, and Canva. She has professional experience in customer service, social media marketing, and freelance design, and is pursuing a career in brand identity and print media.

## PROFESSIONAL WORK EXPERIENCE

### Web and Content Designer

May 2021-Present

Self-Employed/Contracted

Since graduating, I've designed a website and deliverables for local artist Annalee Schorr. This is an ongoing professional relationship.

<https://www.annaleeschorr.com/>

- I used Wix to design Mrs. Schorr's primary website, however I have customized almost every feature and optimized it for mobile. This is an ongoing project as I am in the process of creating a custom typography for her title page, and regularly update it for each exhibition.
- For each major exhibition, I have designed custom postcards and email invitations based on the featured work.

### Bookseller, Social Media Specialist, and Barista

October 2021-Present

Barnes & Noble, Aurora, CO

While primarily customer service focused, this job also requires adaptability in a fast-paced retail environment. Booksellers must coordinate together for merchandise displays, locating specific items, and upselling product. My time is split between the cafe and sales floor, and I am comfortable at the register, on the phone, and customer facing.

- As a bookseller, my primary goal is to ensure a sale. For this, it is important to maintain a thorough knowledge of the store's content in order to locate items, suggest alternatives, and make additional sales.
- Social media plays a key role in this, as it informs the local customer base about the store. Since taking over the store's media, posts are now made daily across all platforms, and take into account local and timely interests.
- Most of my time is spent on the sales floor, however I also have experience in the cafe where I've learned customer service from a hospitality perspective, as opposed to a retail one.

### Intern

January 2019- May 2019

Letterform Archive, San Francisco, CA

Letterform Archive is a private collection of typography and graphics based in San Francisco. I interned there as a sophomore at the University of San Francisco, right after they had moved locations. As such, much of my work was in collections and organization.

- Primarily, I cataloged and re-alphabetized the archives. Because of this, I was familiar with the collections and thus assisted clients (usually designers and educators) in locating specific content and offering relevant alternatives.

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## EDUCATION

**Bachelor of Arts (B.A.) Ithaca College, NY** 2019-2021

- Art History, with a minor in Graphic Design
- GPA: 3.74 (Magna Cum Laude)

**University of San Francisco, CA** 2016-2018 (Transferred)

## PROFESSIONAL DEVELOPMENT

**Typography and Design, Ithaca College, NY** 2021

- Final Grade: A-

**Advanced Graphic Design and Practice, Ithaca College, NY** 2021

- Final Grade: A

**Intro to Visual Culture, Ithaca College, NY** 2020

- Final Grade: A-

**Principles of Graphic Design, Ithaca College, NY** 2020

- Final Grade: A

**Intro to Web Development, Ithaca College, NY** 2019

- Final Grade: B