

GIA MAZZARELLA

Graphic Designer

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EXPERIENCE

Blot Magazine

Editor in Chief

May 2023–May 2024

- Created and enforced the production schedule of two of the magazine's longest issues through clear communication with staff and external printer
- Revamped the magazine's brand identity, website design, and social media presence, boosting readership and online engagement
- Recruited and trained a staff of 23 employees—the largest the publication has had in 16 semesters

Creative Director

February 2022–May 2023

Designer

September 2021–February 2022

Stoltz Marketing Group

Creative Intern

May 2023–August 2023

- Developed print advertisements, social media graphics, and website assets for a variety of clients including Tamarack Resort, Valley Regional Transit, and Cordia Energy
- Collaborated with creative team to ideate and build a brand identity for a client in education
- Assisted on and off set during several photo and video production days

University of Idaho

User Experience Design & Research Specialist

June 2022–May 2023

- Operated with existing design systems to construct cohesive interactive prototypes for user testing
- United UX research with stakeholder insights to develop rapid design iteration
- Worked alongside the development team to deliver final cards to users

EDUCATION

University of Idaho

BFA Studio Art and Design

August 2020–May 2024

Graphic Design Emphasis
Advertising Minor

Magna Cum Laude
Honors Program Student
Norah Southon Tisdale Scholarship
Robert J. Harder Art Scholarship
Art and Design Achievement Award

SKILLS

Typography
Brand Identity
Print Design
UX/UI Design
User Research
Social Media

TOOLS

Adobe CC (InDesign, Illustrator, Photoshop, XD, Lightroom, After Effects)
Microsoft Office Suite
Google Workspace
Slack
WordPress
Procreate
Hootsuite