

# GIA MAZZARELLA

## Graphic Designer

### EXPERIENCE

#### Advanced Sign

##### Production Graphic Designer

October 2024–Present

- Designs and prepares client-specific artwork and proofs, including photo mockups and 3D renders, to meet custom project requirements
- Translates approved artwork into production-ready files by applying knowledge of various sign-making processes, ensuring precision and consistency
- Collaborates with the marketing team on product development and assists the production team with large-scale printing tasks

#### Blot Magazine

##### Editor in Chief

May 2023–May 2024

- Revamped the magazine's brand identity, website design, and social media presence, boosting readership and online engagement
- Created and enforced the production schedule of two of the magazine's longest issues through clear communication with staff and external printer

##### Creative Director

February 2022–May 2023

##### Designer

September 2021–February 2022

#### Stoltz Marketing Group

##### Creative Intern

May 2023–August 2023

- Developed print and digital assets for clients like Tamarack Resort and Valley Regional Transit, managing multiple projects in a fast-paced environment
- Collaborated with the creative team to ideate and build a brand identity for a client in education

#### University of Idaho

##### UX Design & Research Specialist

June 2022–May 2023

- Operated within existing brand guidelines to construct cohesive interactive prototypes for user testing
- Implemented user and stakeholder feedback through rapid design iteration

### EDUCATION

#### University of Idaho

##### BFA Studio Art and Design

August 2020–May 2024

Graphic Design Emphasis  
Advertising Minor

### SKILLS

Typography  
Brand Identity  
Illustration  
UX/UI Design  
Print Design  
Social Media

### TOOLS

Adobe CC  
Microsoft Office Suite  
Google Workspace  
Procreate  
Blender  
Hootsuite

### CONNECT

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