

Antonie C. Evans

294 Fenimore #1 • Brooklyn, NY • ace@acevansart.com • (713) 376-1559 • acevansart.com

SUMMARY

I'm a Designer with over ten years experience in deadline driven environments creating dynamic websites and engaging digital media and print assets across multiple platforms. Inspired by challenges that require creative solutions, and displaying exceptional interpersonal and collaborative skills, I'm driven to contribute to the realization of incredible projects. My career demonstrates a successful track record for developing brand identity and increasing brand awareness across industries.

Along with my passion to help clients, I'm also a practicing inter-disciplinary artist and curator. My work combines traditional mediums, such as painting and drawing with digital illustration, sound design, motion graphics and video. I'm using art not only as a method of self-exploration but also as a tool to build relationships and uncover similarities across diverse disciplines, genres and mediums.

EXPERIENCE

Graphic/Digital Media Designer + Marketing Strategist + Social Media Manager

Third Root Community Health Center • Brooklyn, NY

August 2018–Present

- Lead Designer and Social Media Asset Manager for a successful \$25,000 fundraising campaign.
- Coordinate and design, digital, print, and motion graphic assets for marketing, sales, and multimedia campaigns.
- Develop forward-looking approach to branding outreach and increased participation levels of community and social media engagement.
- Design and implement marketing strategies which led to a %30 increase in Instagram followers and Facebook likes.
- Generate innovative ideas to promote the Third Root brand, while also developing digital campaigns to increase web and social media engagement across various platforms.

Graphic/Digital Media Designer + Programs Assistant and Art Installer

New York Arts Residency and Studios Foundation (NARS) • Brooklyn, NY

August 2018–Present

- Provide curatorial and logistical support for NARS' Exhibitions, community outreach and Artist-in-Residence (AIR) programs.
- Design digital, print, and motion graphic assets for marketing, sales, and multimedia campaigns.
- Provide social media, web development, exhibition design and digital design support for rotating exhibitions, fundraising campaigns and community outreach.

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Graphic/Digital Media Designer, Marketing Strategist & Web Developer

AC Evans Design • Brooklyn, NY

September 2010–Present

- Design digital and print assets along with motion graphics for marketing, sales, and multimedia campaigns.
- Build and launch CMS websites on the Drupal, Squarespace, Wix and Wordpress platforms to client specifications.
- Identify unique and original design solutions while executing client creative requests.
- Assist in product development including concepting, production art, photography, packaging and display design.
- Spearhead fund-raising and social media campaigns to increase exposure of client brands.

Graphic Designer & Web Developer

New York University • NY, NY

September 2008–December 2017

Graphic Designer responsibilities:

- Served as an embedded member of the Center on International Cooperation at NYU (CIC) communications team and oversaw the production, design, and dissemination of all CIC and Global Peace Operations Review (GPOR) marketing campaigns, publications, branding materials, business stationary, motion graphics and assets for social media promotion.
- Worked with NYU Reprographics to develop an increased knowledge of commercial printing best practices.
- Served as Art Director and Lead Designer for a 300-page soft-cover publication series, the *Global Peace Operations Review* editions 2015 and 2016.

Web Developer responsibilities:

- Developed custom mobile-responsive templates for CIC and GPOR websites using the Drupal and Wordpress CMS.
- Managed the day-to-day operations, content maintenance and troubleshooting for the CIC and GPOR websites.
- Collaborated with copywriters, the CIC marketing team, and the CIC Deputy Director to develop website content, analyze website statistics and maximize overall web performance.
- Debugged errors, investigated web logs and organized database systems to improve website performance.
- Configured website SEO, keyword tagging, as well as website analytics analysis and reporting.
- Showed fifteen-percent increase in year-to-year page views and overall visitors for both the CIC and GPOR websites.

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VOLUNTEER

Museum Docent

Brooklyn Museum of Art • Brooklyn, NY

September 2011–January 2014

- Built and designed cross-collection tours and presentations of art objects within the Brooklyn Museum collection.
- Designed interactive media assets to increase visitor participation and retention rate for cross-collection tours.

EXHIBITIONS

- Linefield, Brooklyn, NY | November 2018
- MythoFutuRiddim, Brooklyn, NY | July 2018

EDUCATION

Goucher College • Baltimore, MD

B.A. in English with Creative Writing concentration and minor in Studio Art

University of Exeter • Exeter, UK

English Literature Junior Year Abroad Exchange Program

Certifications:

NYU School of Continuing and Professional Studies (NYUSCPS) • NY, NY

Certificate in Graphic Design

SKILLS

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Dreamweaver), Adobe After Effects, Maxon Cinema 4D
- Graphic Design (Branding, Illustration, Logo Design, Motion Graphics, Publication Design, 3D Rendering)
- Web Development (Drupal, Squarespace, Wix, Wordpress)
- Sound Engineering (Garageband, Logic Pro)
- Art Installation, Art Handling and Carpentry
- French and Spanish proficiency